

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXXIV

OCTOBER 28, 1933

NO. 18



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from the U. S. Foreign
Service to expose con-
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PUBLICATION NOVEMBER 10th

STEEL TRAILS

THE EPIC OF THE RAILROADS

By Martin D. Stevers

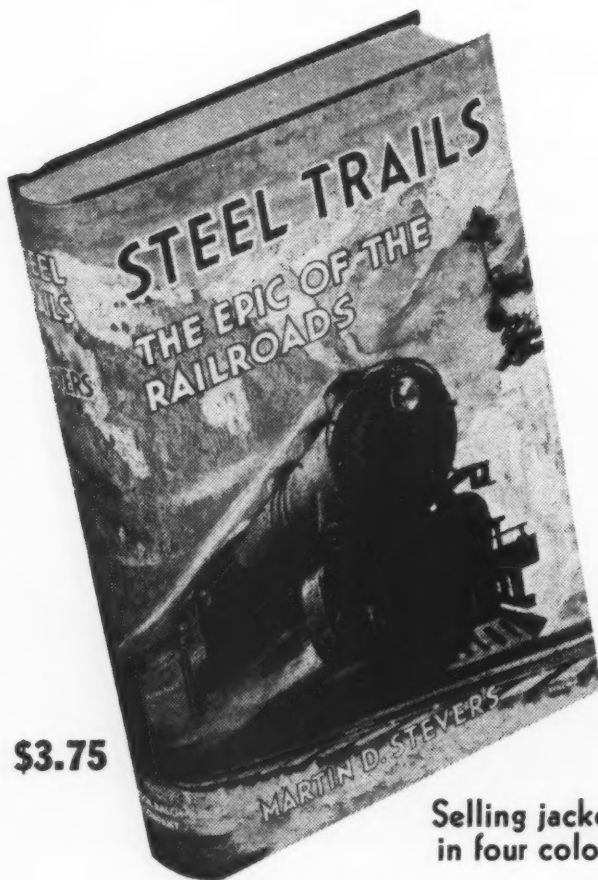
A

← Says Donald Gordon →

FOR SALES
FOR LIBRARIES

A

This book will find a welcome from all those thousands for whom the railroad has never lost its thrill—who would like to know the story behind it all—the toil, the risks of the engine crew, what goes on in the roundhouse, the “back-stage” business of making up trains, the high pressure work in yards and on the road to move the nation’s freight, together with the salt and savor of railroad life. 50 illustrations.



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- The development of the Pullman Car.
- Why you see a Rock Island box car on the Santa Fe—and what it is doing there.
- How a railroad makes money—or doesn't.
- And a thousand other things that have puzzled and intrigued you.


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Fondest Season's Greetings

 This is one of six different Christmas cards which *The Mistletoe Department of Simon and Schuster* is publishing for fun and profit. The artist is STEIG of *The New Yorker* and elsewhere. The five other cards are by Peter Arno, Thurber, O. Soglow, H. T. Webster and Dr. Suess. Inside each card is an appropriate verse written (anonymously) by Ogden Nash.


 The cards retail for 10 cents apiece. They are sold at 5 cents apiece. Or they may be bought 12 in a box (a lovely concoction all wrapped in cellophane, full of colors and Christmas as all get out) for 60 cents a box.


 These cards are already on sale at some bookstores and department stores, and the report is that they are going to be the sensation of the greeting card trade this Christmas. If you feel that you can sell some, then let us know at once. Our supply is dwindling, and it may be difficult to make shipments after a couple of weeks more have passed.


 After which we pass from the *Mistletoe Department* back to publishing with some of the news of the week.

 This is written on Monday morning. A very large mail includes orders for *More Power to You!* totalling 1887 copies for a single day. This total is made up of little, medium sized and big orders. For our clientele we append a transcription of the actual order record this morning:

1, 15, 25, 5, 2, 1, 1, 15, 3, 2, 1, 1, 1, 3,
10, 25, 25, 15, 50, 100, 5, 2, 10, 25, 750,
400, 1, 1, 10, 150, 1, 50, 5, 10, 5, 10, 2,
150, 3, 3, 3.

 There has been an enormous demand for display material. A set of four cards was prepared. The first edition of this set has been exhausted, the second one has come from press, and has been almost completely shipped out. Now another type of display (this time a single card) is being prepared and should be ready when this column appears in print. If you wish display material will you indicate this desire on your order?

 Armistice Day is November 11th. Arrange for a display of *The First World War*. New display material ready.

 A letter has just come in from RUPERT HUGHES about OGDEN NASH's *Happy Days* and the phonograph record of *Ballad for Prosperous Love Children* which we "published" along with it:

Los Angeles,
October 17, 1933.


"Dear Mr. Schuster:


I received the Ogden Nash record and heard it with such rapture that when Charlie Chaplin invited me for dinner, I took it along. He and Will Rogers had to hear it twice and fair perished with laughter.


I left it there and have since heard that Chaplin plays it for everybody that comes near the house and has nearly worn it out. As I doubt my ability to get it back I enclose a cheque for another one, adding \$2.00 for Ogden Nash's new volume of poems.


My renewed and augmented homage to Ogden Nash.

Yours very truly,
Rupert Hughes."

 FRANK SCULLY, author of *Fun in Bed* had three things happen to him within a week: (1) His tonsils were removed, (2) His wife had a baby, (3) His new book, *More Fun in Bed*, was sent to the printer. (Publication early 1934.)

 This, in fact, might be called Baby Fortnight for S&S authors: *Frank Scully*, *Ogden Nash* and *F. Gregory Hartswick*—all have been blessed-evented.

 *Van Loon's Geography* has just been awarded a \$1,500 advertising appropriation by *The Inner Sanctum's* Advertising Budget Department. This is part of a large merchandising campaign designed to sell copies as Christmas gifts. Another part of this campaign includes a Christmas box in which the book will be sold by book-sellers.

 After leaving instructions with P. W. to set this week's page in Garamond instead of Bodoni (and Your Correspondent would like to hear some opinions on this from That Portion of the Clientele that is interested in typography) we rush up to the Commodore Hotel to the daily Open Forum of the assembled publishers. The Code is under way—and when sixty or seventy publishers not only get but work together, that, Ladies and Gentlemen, is news.

—ESSANDESS.



JUST OUT *The New Fleming Stone* **Detective Novel**

Business is bound to boom when this new thriller by the popular Carolyn Wells gets on your shelves. What a story! What a plot! A whole family wiped out at the same hour, yet each is in a separate room; each dies by a different means. Could *one* person do it, or were there four murderers? It looks like the master crime until they call in Fleming Stone! Just published, \$2.00.

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The famous series of Grace Livingston Hill novels is now further enhanced by one of the sprightliest tales she has produced in a long time.

Just before her wedding Sherrill discovers the faithlessness of the man she is going to marry—in time to trick him into marrying her rival whom he has loved. And in the midst of all the excitement she discovers the man she *really* loves.

Books may come and books may go, but books by Hill sell on forever. (\$2.)

THE BELOVED STRANGER

By GRACE LIVINGSTON HILL

(Of Course It's Being Nationally Advertised)

What Hidden Horror Hovers Over Lonely Loon Lake?

The menace strikes from foggy coves, lurks in the chilly depths of the lake and haunts the sinister sentinel pine forests. Fans will keep slipping around on the edges of their chairs while they read



Coming
Nov. 3—\$2.00

The Murders at Loon Lake

by **KENNETH WHIPPLE**

In his first mystery book this popular magazine writer does an eerie, suspense-packed horror yarn that's a hair-raiser, a spine-chiller, a lulu. The first murder mystery to be published by our house in more than two years!

Trapped

on a dirigible flying the Atlantic, sixteen passengers are at the mercy of a throat-slashing fiend. Watch for the new Christopher Hand mystery. Certainly, as Will Cuppy has so enthusiastically said: "It will be hailed with shouts of glee."

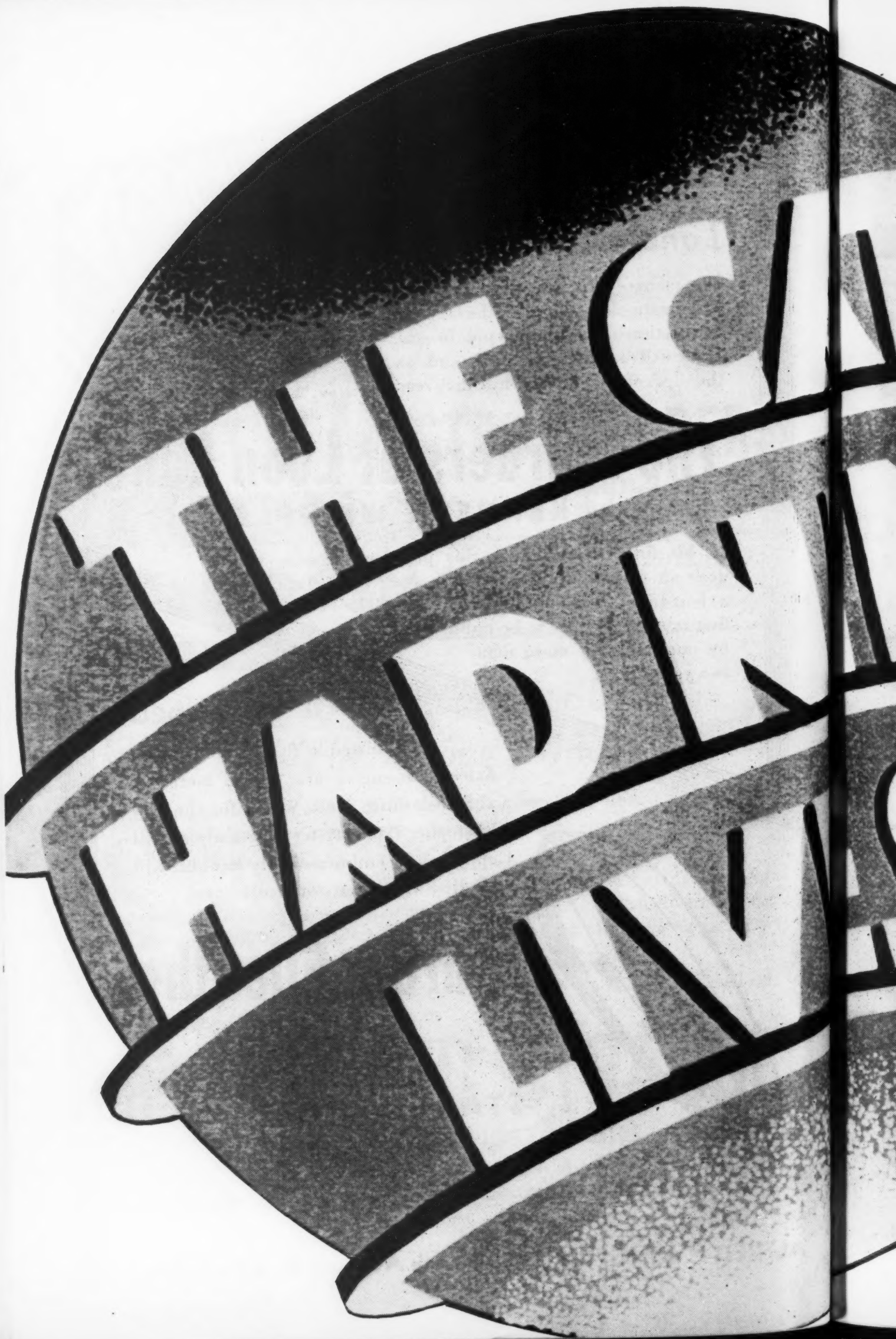


Murder Flies the Atlantic

by **STANLEY HART PAGE**

author of "Sinister Cargo"

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HE LIVED dangerously

a robust, thrilling, jovial life . . .

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ACHMED ABDULLAH is not a brave man. He says so himself. But he is a careful man who objects strenuously to death, "there being such a raft of things still to do and see." In the process of preserving this wild, gay life of his he has come upon a host of incredible adventures and extraordinary people.

Here he records his strange Odyssey . . . as a British spy in India, Africa and the United States; as a soldier in the Turkish army; as a wanderer in London's Mayfair, New York, Central America, Hollywood, the Himalayas and China; as a novelist and playwright the world over. He has lived a fabulously full life and he tells about it with zest and without reticence. Not since *The Lives of a Bengal Lancer* has there been so astonishing an autobiography published. Illustrated by *Erick Berry*.

THE CAT HAD NINE LIVES
Adventures and Reminiscences of
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Coming November 16, \$3.

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Sidney Reilly

James Thurber

Ludwig Lewisohn

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OCTOBER 28, 1933

1483

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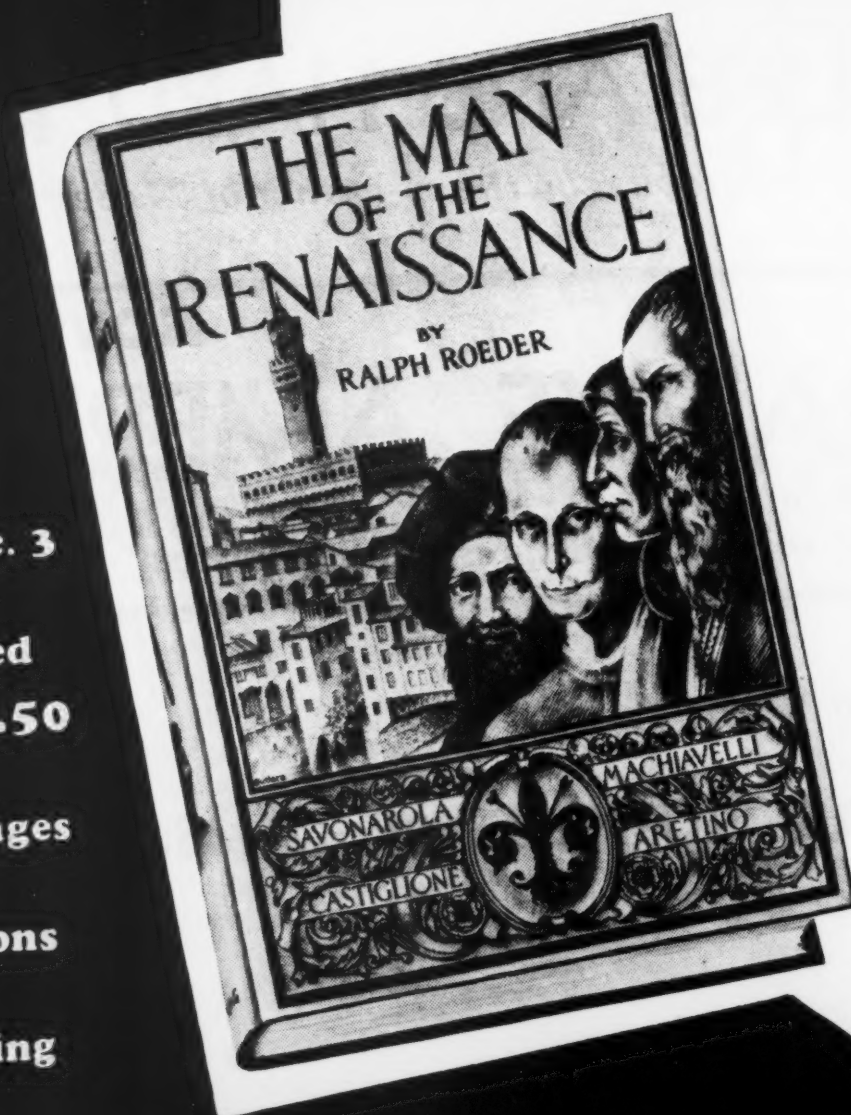
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Read **THIS**—and you'll see why booksellers say **THIS**

The girl who talked in her sleep

"Our compartment was invaded by a very pretty, well-dressed, and intelligent-looking girl, hardly more than twenty years of age, who explained that she wanted to become a volunteer nursing sister in Red Cross service and wanted us to take her along to the front line. Long after midnight the adventurous girl who had made herself our companion was occupying a corner seat, sound asleep, while we continued our discussion. All at once, in a dream, she drawled in Italian, 'Tutti gli Austriaci sono ladri!' (All the Austrians are bandits!) I rose from my own seat and walked over to stand near her, listening for anything else which she might say to help the solution of her mysterious identity. While listening thus I noticed a brooch which she was wearing on her black dress. It was unusually thick and massive, with marked peculiarities which interested me. I found it possible to remove the brooch without awakening her and undertook to examine it carefully. The top was in the form of a woman's head, made of black glass. The silver band which enclosed it was fastened to the silver backing on which it was mounted, by four small hooks. By loosening these hooks the glass could be lifted out. I took my penknife and loosened the hooks, lifting the woman's head of glass out of its silver frame. I was almost paralyzed with astonishment when I saw a bit of fine, silky paper, tightly folded, and concealed in the base of the brooch. The captain uttered an exclamation and the young woman roused from her sleep. At her first glance she saw the opened brooch in my hand and knew that her identity as an Italian spy was revealed. She made a dash toward the door of the compartment. Captain Klein seized her by the wrist as she was reaching for the handle of the door. With her free hand she drove a pin deep into his hand, and before I could prevent it, the girl jumped from the moving train into the darkness."

One of the hundreds of exciting moments in this thrilling narrative.

Nicholas Snowden's

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“Strange scenes... even stranger adventures are woven into a yarn full of suspense and glamour. All those who succumbed to the lure of 'The British Agent' are potential buyers.”
—A. Kroch.

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—Veronica Hutchinson.

“The subject matter is entirely new to the book world. It could be presented as 'greater than "British Agent."' More than a war book; it is a remarkable piece of literature.”—Mrs. Eleanor MacMillan.

“It is a very gripping narrative and certainly gives an unusually vivid picture of the turbulent war period.”
—James E. Habersham.

and critics **THIS**

“I read it through at one sitting; try and do anything else! Snowden tells a perfectly grand yarn. The book is a 'Sergeant Grischa' with the added kick that it's no made-up story but cold fact. It's far and away, in my humble opinion, the best spy book to come out of the war.”
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“This is a remarkable book, thrilling in its incidents, extremely well written, and giving an extraordinary picture of what goes on behind and under the scenes during wars and revolutions.”
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Brentano's	New York City
Brentano's	Washington, D. C.
Burrows Brothers	Cleveland
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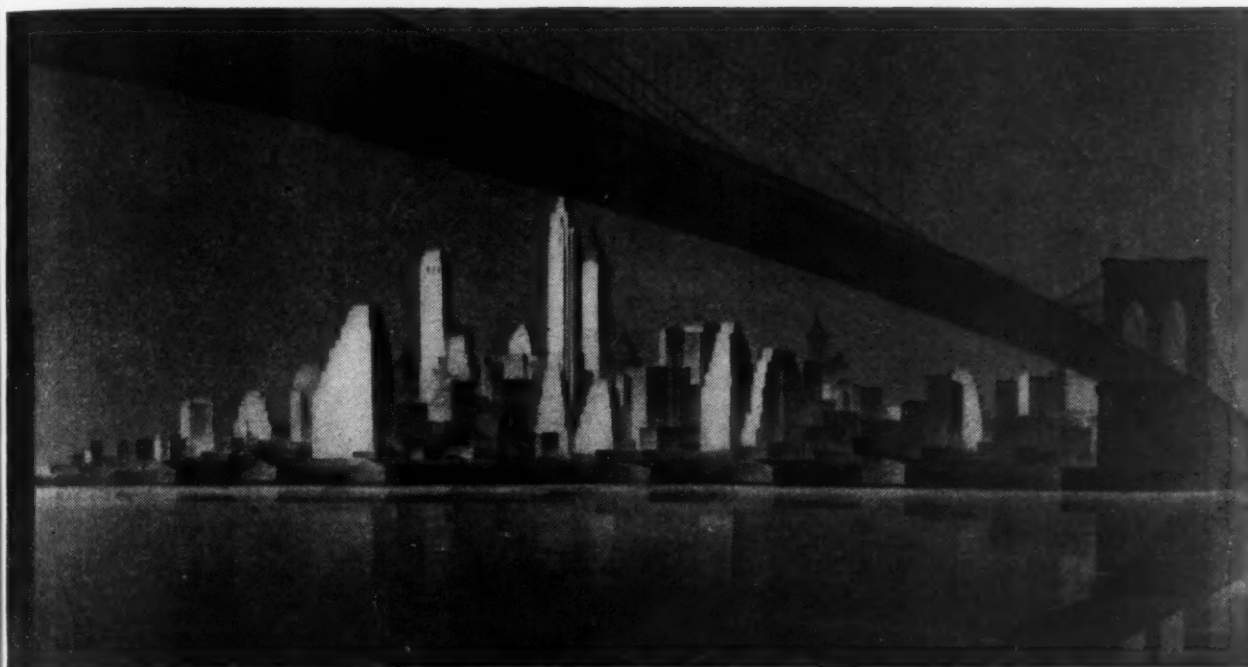
OCTOBER 28, 1933

1491

CONTEMPORARY BABYLON

New York City Dwarfs the Glory of Ancient Babylon

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A Dream of the Babylonians

This Book Will Be A Steady Seller, because:

It fills the need for a good pictorial book of New York's majesty.

The unique drawings are arousing much enthusiasm.

It is an inspiration to students and artists.

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The advance sale is very encouraging.

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by John A. Holden

EVERY term that the collector, the dealer or the maker of books, uses is defined in this one volume, in all about 1300 entries. It is a mine of information on every aspect of bookmaking, book collecting and the business of books.

What does rubricated mean, majuscule, bastard title, collotype, bowdlerized, foxed, goffered, holograph, etc.?

Who was Grolier, Roger Payne, Tory, Plantin, Garamond, De Vinne?

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To The Trade:

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Like all other Pop-Ups, Mickey Mouse in King Arthur's Court is made by hand and production is consequently slow. To avoid delay, we have made publication date the first date of shipment. We began to ship on October 5th and orders are being filled as rapidly as possible. You cannot afford to be without stock of the best-selling juveniles of 1933 as the holiday season approaches. To assure delivery, place your Christmas order now.

Ernest Rynal

Uniform with this volume

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Watch for Next Step

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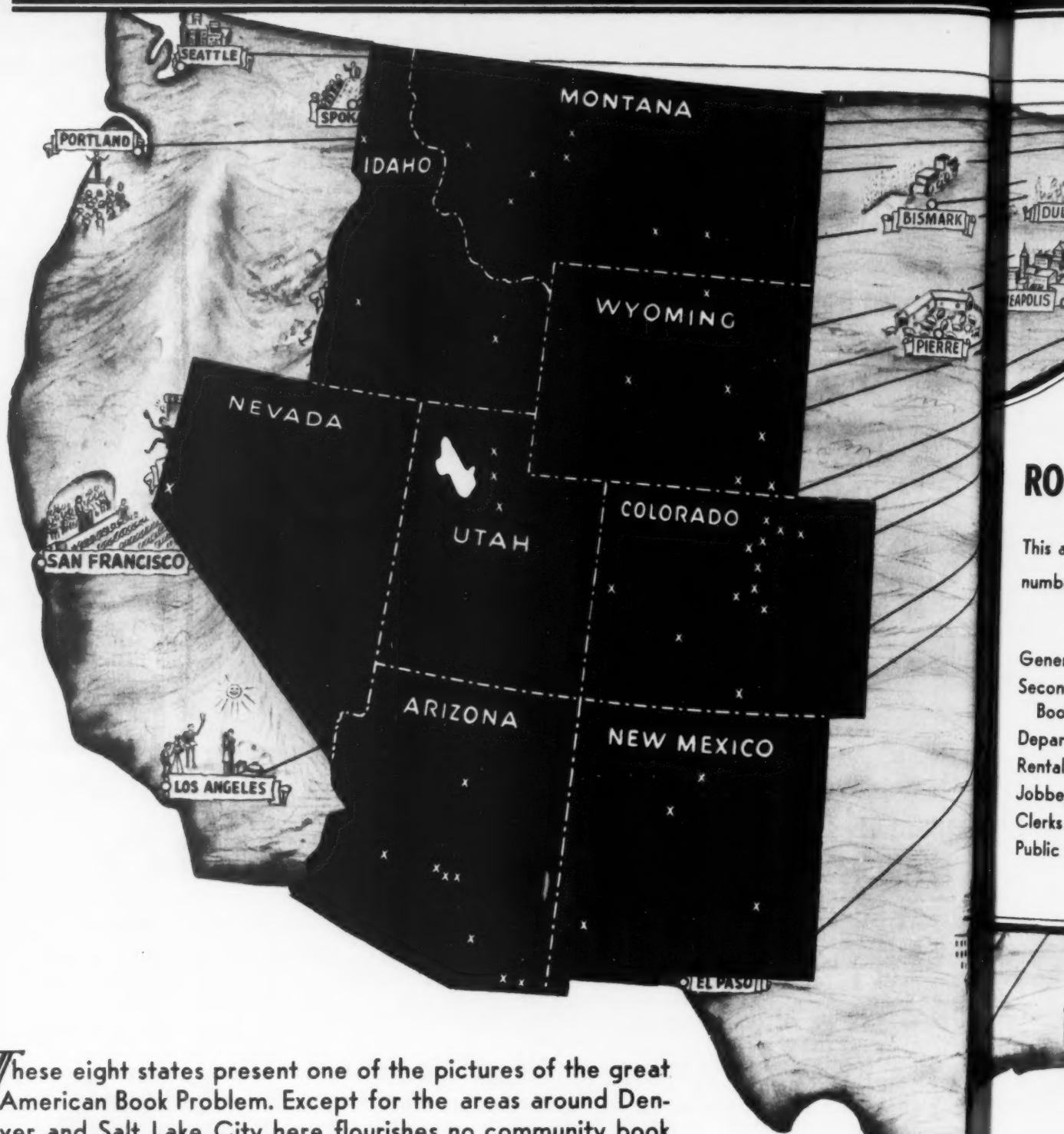
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Many text illustrations
in two colors.



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WEEKLY THE BOOK MOVE



*T*hese eight states present one of the pictures of the great American Book Problem. Except for the areas around Denver and Salt Lake City here flourishes no community book retailing. The problems of "the trade" in Denver and Salt Lake are those of the Pacific Coast, except that the difficulties of transportation and promotion weigh still more severely, since there is no aggressive competition of service in the former, no alert well supported medium of the latter.

In the rest of this vast empire book stores are pioneering. There are fine little stores at far distant points, seeking to serve a small audience of book readers and to cater to people scattered over a great domain.

As might be expected, a vital part of our family of book movers in this section are the librarians. The libraries here serve book lovers and promote the use of books.

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Public

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THE Publishers' Weekly

The American Book Trade Journal

VOL. 62 NO. 1

JULY 15, 1932

The

ROCKY MOUNTAIN DELEGATION

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General Bookstores . . . 32	University and Educational 23
Second Hand and Rare Booksellers 6	County Libraries 4
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Jobbers 2	Publisher 1
Clerks 7	Personal 3
Public Libraries 15	Book Magazine 1

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The annual subscription rate that brings you membership in the book family through the "Weekly" \$5.00

promote the wider and wiser use of books in the mountain and farm areas of our nation is part of the picture presented by trade journal.

Through this great empire travel regularly no publisher's travelers, but the localities where the trade journal makes its weekly call may be noted by the spots marked X.

THE PUBLISHERS' WEEKLY • 62 West 45th Street • New York



A BUSINESS IN ITSELF . . . THE G & D DOLLAR LINE

NEVER in the history of book selling probably has one publisher gathered into a single list such a remarkable array of books, of such a diversified nature and wide appeal—to retail for \$1.00. This advertisement can give you only a brief glimpse of the nearly 300 volumes available in the Grosset & Dunlap catalog to feature the Holiday Dollar tables.

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HAVE YOU SENT FOR THE FOUR COLOR POSTER
FOR "BONFIRE"?

Harcourt, Brace and Company
383 Madison Ave. New York

THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

OCTOBER 28, 1933

The Menace of "Remainders"

There Is Only One Way—Dam the Flood at the Source

ALEXANDER GROSSET

President of Grosset & Dunlap

I DO NOT OFTEN break into print, but I have been so impressed during the past year with the evidence that publishers in general have at last awakened to the great menace to the sale of regular trade books of remainder dumping that I would like to express my gratification that this problem now has definitely been forced into the open.

Therefore, every publisher of trade books who has the good of the business as a whole at heart—author, publisher, manufacturer and retailer—will be greatly encouraged by the stand taken by Charles Scribner's Sons in an advertisement in the October 7th issue of *Publishers' Weekly*, which was followed up, October 14th, by a similar statement by the William Morrow Co. It is particularly fortunate that such a forthright and straight-from-the-shoulder statement on what I believe constitutes the greatest obstacle today to the complete recovery of the publishing business with returning good times should have come from one of the older houses which has contributed so much to the best traditions of the trade. It is to be hoped that every publisher who now sees to what extent the persistent dumping of distress merchandise has broken down the morale of the business will, in so far as lies within his power, hasten to follow Scribner's lead.

I have been informed that other publishers, who in the past have not regarded the remainder menace seriously, have become so convinced of the damage done to regular list book sales that they are now suggesting the scrapping of all distress merchandise in some such way as Scribner's have advocated.

When I discussed this article with the head of another important trade book house he gave it as his opinion that if even twenty outstanding houses were to proceed to a year's moratorium on remaindering, during which no jobs bearing their imprints would be released for a whole year, the situation, if business in general continues to improve, by that time would have ironed itself out, and in the meantime both publisher and retailer would have time to reach the right decision on how to control and handle a problem that must be solved.

Evil Now Apparent

As I look back on it now it was perhaps natural, under the stress of depression years, for the publishers to seek to get some of their money out of inventories of distress merchandise without much thought being given to the possible effect of what a general distribution of such merchandise might do in the long run to the sale of their books on the regular list. But the evil of this policy has at last become so apparent to all publishers that there now seem to be hopeful signs that by concerted agreement and understanding relative to remainders a correction can be brought about.

As one of the members of the committee which has been at work upon a Publishers' Code, to my mind the most vital clause in the entire agreement is that pertaining to the marketing of remainders (although there is some disagreement as to the regulation of prices at which they should be sold), and if every other article in the code had to be

scrapped in order to maintain a proper restriction on their sale, I almost think it would be worth while!

Needless to say, neither authors nor publishers receive any profit from trade in distress merchandise, affecting, as it does, all book stocks in the retailers' hands, except perhaps those few books that may have been fortunate enough to have caught the public's fancy for the moment. Of course, the retailer does get a temporary and profitable turn-over with remainders and it isn't human to expect him to pass up merchandise on which he can make a quick profit. Sooner or later, however, the maintenance of bargain tables all the year round gets in its insidious work. I have seen some of the best bookstore and department store outlets in the country disorganized as a result of the promotion of "jobs" to the exclusion of all regular book business.

Public Demoralized

Where another evil of the "job" comes in, it seems to me, is in the demoralization of the book buying public itself. Every day it is confronted upon the retailers' tables by large, attractively-bound volumes marked down to a small fraction of their original prices. As a result of three or four years of unrestricted and uncontrolled distribution of this merchandise, is it any wonder that the public has become distrustful of real book values, and that it is becoming increasingly difficult to interest them in new publications and standard stock which yield everyone a fair return?

The remainder, of course, isn't something new and unheard of in the book business. There have always been "jobs," but for years most of them were absorbed by the Syndicate Trading Company and sold to such of their stores as wanted to put on a temporary sale at a specified time. Handled in this way they did not constitute the menace they have become today.

At the very beginning of our business as reprint publishers, some thirty odd years ago, realizing that remainders of *reprints* offered for sale in the stores at less than the standard retail price on our product would be a handicap to the regular distribution of our line and unsettling to the book business in general, we refrained from offering the trade a single Grosset & Dunlap book at job prices for over *seven years*. Naturally this

placed a heavy burden upon our inventory, for no matter how carefully we planned or how cautiously we manufactured, there were accumulations of slow moving stock at the end of every year. Finally, when the inventory became too heavy for us to carry safely we decided to offer to one hundred of our quickest outlets a limited quantity of "clean-ups" for a special sale to be put on some time between January 1st and February 15th, after which they were withdrawn until the following year. Because these allotments were well scattered over the country, and because of the limited time they were on sale, they never came to be regarded as a general line of merchandise interfering with new fiction or the regular reprint lines, as does the unwieldy mass of distress merchandise today. In this regulated and intelligent seasonal distribution of the "clean-ups," the A. L. Burt Company gave full cooperation.

It is my conviction that it would be a splendid thing for the trade in general if there could be a concerted move on the part of publishers in some way to absorb the assets, plates, copyrights, etc., of any concern the business of which might be thrown on the market through failure, or necessity of winding up its affairs from any cause whatsoever. Manufactured stock could thus be marketed carefully and guardedly so as not to disturb existing conditions, plates of books having real or permanent value could be utilized for further printings and such plates as were of doubtful value could be melted down and sold for metal instead of falling into the hands of some unethical manufacturer or specialist in books of the cheapest sort. It is far better to melt down a set of plates than to have it live to bolster up conditions such as have existed for some years past. First loss is best loss in cases of this kind.

Sure as Death and Taxes

The publisher who digs a set of plates of some passé book out of his vault and sells it for a hundred dollars (usually less) may think at the moment that he has turned a good deal, but just as sure as death and taxes, the bargain-priced books ground out from that set of plates will one day come back to plague him by displacing the new publications he wants to sell.

Publishers and booksellers alike know

that the market for books is circumscribed. If the public buys remainders, the regular, profit-making volumes upon which authors depend for royalties, and book-binders depend for payrolls, and publishers depend for their very existence, must suffer in consequence.

The Layman's Point of View

A friend of mine, a layman as far as the book business is concerned, said to me the other day: "I've been in a dozen homes lately where the bookshelves showed unmistakable evidence that their owners hadn't been able to resist the remainder counters. I'm beginning to wonder whether books are sold any more at regular prices. Why don't you publishers get together a fund and buy up this remainder stuff which is flooding the market, and which I'm sure the people don't read, thus leaving room on their shelves for those books you want to sell, and which deserve to be sold?"

This may sound more or less like spoofing, but as a matter of fact my friend was in dead earnest, not knowing the complicated ramifications of the book business. The truth remains that every time we publishers dump a million remainders we keep a million books which might otherwise stand a chance of selling in the regular way from reaching the homes of consumers.

Now, supposing we all followed the courageous lead of Charles Scribner's Sons and made up our minds that there would be no more remainders bearing our imprint. Supposing all of the hundreds of thousands of plugs lurking in binderies and warehouses were dumped into the ocean today, how might we be sure that next year there wouldn't be another bumper crop? Well, since publishing has so many of the elements of gambling in its make-up, we couldn't be sure, but there are a few safeguards which, if adopted by every publisher, would keep next year's remainders within bounds.

In the first place, we should restrain our optimism in gauging the sales possibilities of our books—especially in the case of new and

untried titles,—then, after the first edition has been distributed, even at the risk of being out of stock for a few days, we should use every possible means of determining whether the book is actually moving off the shelves or tables of the retailer before ordering up a second printing.

Let us be a little more conservative in our manufacturing. It is true that costs are rising, and that we can often save two or three cents per copy by ordering one printing of 5000 instead of two printings of 2500. It is true that in ordering up the 5000 we may have the idea in the back of our heads that we'll sell what we can at regular prices and break even by remaindering the balance. But if we would stop to consider what this policy, if followed by publishers generally, would do to the whole business of selling books, we would realize that the game's not worth the candle.

Another factor that contributes to the accumulation of remainders is the growing practice of placing stock on sale on a consignment basis. This throws inventories out of joint and results in the eventual return of stock that presumably the publisher had believed to have been passed on to the public.

The Frankenstein

The irony of the whole remainder situation is that the Frankenstein which we publishers ourselves have created and allowed to grow up may now turn upon and destroy us. Fortunately, the real menace in the situation has at last been seen. We have the remedy in our own hands. Certainly there can be no hope for the general recovery of the trade publishing business as long as some of the largest book outlets in the country are devoting most of their space to displays of distress merchandise, relegating their regular stock, except those few items rated as the "six best sellers," to the shelves where an occasional insistent call from a customer may dislodge them. Scribner's have shown the way, the only way—and that is to dam up the flood of remainders at the source!

Promoting Fall Leaders

A Continuation of the Survey of Promotion Plans Made in the Fall Announcement Number

PUBLISHERS' PLANS for promotion of their fall lists are rounding into shape. Here are presented the advertising and promotion schedules of a number of houses for their leading titles.

Appleton-Century

"The Edwardian Era," by André Maurois—Large announcement advertisements on October 30th will be followed for ten days in the daily *New York Times* and *Herald Tribune* with smaller follow-up ads, featuring entertaining anecdotes from the book.

Blue Ribbon Books

Over 60 stores are going to use demonstrators supplied by Blue Ribbon. These demonstrators travel from store to store, spending a week or more in each, presenting the Blue Ribbon line to the public. Promotion in connection with the demonstrators means that more than 60 stores will be running advertising in their local papers on Blue Ribbon titles under their own name.

Posters, including a card for taking advance orders for "Three Little Pigs," a large poster for "Devils, Drugs and Doctors" and a 12 x 18 card for "The Great Mouthpiece" are available. There will be a good deal of national advertising on the entire line.

Coward-McCann

"I, the Tiger," by Manuel Komroff—Special display shown on page 1503 has already been scheduled by Otto Ulbrich in Buffalo, Jacobs in Philadelphia, A. Kroch in Chicago, Carson, Pirie, Scott in Chicago, Brentano's in Chicago and New York, C. C. Parker in Los Angeles, A. C. Vroman in Pasadena and M. J. Whaley in New York.

Dodd, Mead

"Thirteen at Dinner," by Agatha Christie—Display advertising in media of large circulation; additional copies for window display; attractive electrical counter or window

display featuring title of the book and showing thirteen at dinner with a large skeleton superimposed over the table, flashing on and off.

"Grover Cleveland," by Allan Nevins—Display space in national magazines and newspapers in November; attractive four-page circular in two colors furnished to dealers with their imprint and special mailing arrangement; books for window display.

"The Best Plays of 1932-33," edited by Burns Mantle—Two-color poster, 14 x 20; also two-color 6 x 9 circular with bookseller's imprint, describing current volume and listing contents of previous annuals.

"John Hay: From Poetry to Politics," by Tyler Dennett—A 6 x 9 circular featuring this new volume in the *Political Leaders Series*, containing excerpts and illustrations from the book, available for bookseller's imprint.

"The Unknown Brahms," by Robert Haven Schauffler—Special display advertising featuring the book as a part of the Brahms centenary celebration. Also two-color four-page 6 x 9 circular available for bookseller's imprint, particularly in cities having an orchestra or musical organization which might furnish a valuable mailing list.

"In Scotland Again," by H. V. Morton. Four-page 6 x 9 circular in colors describing H. V. Morton's travel books and particularly featuring this new book, available for bookseller's imprint.

Doubleday, Doran

"Angel in the House," by Kathleen Norris—\$3000 to be spent on advertising between now and Christmas.

"Great Fortune," by Gilbert Gabriel—\$1000 worth of advertising between now and Christmas. Poster available. A special stunt display consists of a life-size cut-out of the same girl used in the newspaper advertisements surrounded by newspapers of the crash period, a stock ticker, piles of ticker tape, stocks and bonds that have completely depreciated, a few speakeasy cards, and copy



A model display arranged around the material available from Coward-McCann for Manuel Komroff's "I, the Tiger"

to the effect that the girl in the window has gone through all that and found it terrifically reproduced in "Great Fortune."

"Rabble in Arms," by Kenneth Roberts—\$2000 worth of advertising. Newspaper copy will play up the historical angle of the book and effective readability. Poster, winged and die-cut at the top like a flung banner, available, together with post-cards for the trade.

"Mary of Nazareth," by Mary Borden—A poster with specialized Christmas appeal will be distributed the first week in December.

"Junipero Serra," by Agnes Repplier—Limited number of hand-made posters of photographs of early California missions available.

"Internal Revenue," by Christopher Morley—Streamers for window display showing pictures and personal letters from a little scrap book belonging to the author.

List advertising in various media will stress the above three titles and "Ah King" by Somerset Maugham.

Doubleday speaks mysteriously to us of December 27th, but won't let us in on the secret.

Harcourt, Brace

"Bonfire," by Dorothy Canfield—Four-color poster featuring a photograph of Dorothy Canfield in color. Also space in Mitchell multi-poster in November.

"The Book of Talbot," by Violet Clifton—Broadside mounted as a poster, featuring the reviews.

"Flush," by Virginia Woolf—Space in Mitchell multi-poster in December.

Harcourt will have a six-page color insert in the *Atlantic Monthly* for December on the outstanding books of last spring and this fall. Extra copies of this are available as booklets. Harcourt is also supplying an easled standard in two colors about 10 inches high designed for a bookstore's use with any of the prominent Harcourt books.

Harper & Brothers

"The American Procession," by Agnes Rogers and Frederick Lewis Allen—Extensive newspaper and magazine advertising. Special window stickers and circulars.

"The Hash Knife Outfit," by Zane Grey—National newspaper advertising campaign. Posters already distributed.

"Creative America," by Ludwig Lewisohn—Special advertising campaign, following the lines of that on "Expression in America."

"My Life and Hard Times," by James Thurber, and "The Sixth New Yorker Album"—Both of these books to be promoted extensively as Christmas items.

"Toward Liquor Control," by Raymond B. Fosdick and Albert L. Scott—Ivy Lee publicity, posters, large newspaper advertising campaign.

"Dark Hazard," by W. R. Burnett—Continuous campaign in *New York Times* through November.

Space will be taken in the Mitchell multi-poster machine for "Britain's Master Spy" in November and "The American Procession," in December. The entire list will receive extensive full-page literary supplement advertising from now until Christmas. Double

Don't Miss the Greatest Spectacle in Years!

THE AMERICAN PROCESSION

Featuring
AGNES ROGERS and FREDERICK LEWIS ALLEN
author of "Only Yesterday" in the most astounding reincarnation of American Life in the memory of man!

EDUCATIONAL! SCIENTIFIC!!
SIDE-SPLITTING!!!

BATTLE OF GETTYSBURG BEFORE YOUR EYES!
See this historic battlefield, Cemetery Ridge, the wounded and dying!

 **THE CAN-CAN!**
SHOCKING DANCE WHICH MAKES WALTZ SEEM TAME!
Limbs of all shapes and sizes elevated to dangerous proximity to male physiognomy

COME ONE! COME ALL!
BRING THE CHILDREN! 275 AMAZING SCENES THAT WILL MAKE YOU DOUBT YOUR EYES!

 **One-Man Elevated Railroad**
See Vice-President Charles T. Harvey of West Side & Yonkers Patent Railway make his DEATH-DEFYING Ride!

See a Saloon in Operation
Prepare yourself for REPEAL — Learn PROPER Manners at the Bar!

275 Tremendous Scenes From American Life 275
Selected at Racy Random by Agnes Rogers!

TWENTY THOUSAND
Scintillating Words Telling the Story Behind Each Scene by Frederick Lewis Allen whose "Only Yesterday" Made History — and Made It Fascinating:

The year's most unusual book!
SEE IT AT YOUR BOOKSTORE!

The family album of the American people!

THE AMERICAN PROCESSION

Harper is furnishing streamers like this for bookstore promotion of "The American Procession"

spread advertisements are planned for December in *The American Mercury*, *Scribner's*, *The Forum*, and probably the *Atlantic*. Harper's will carry nine pages.

Alfred A. Knopf, Inc.

"Behind the Doctor," by Logan Clendenning—A series of beautifully posed scenes from medical history, mounted on fine cardboard, have been made up into display sets for the larger stores.

"The Collected Prose of Elinor Wylie"—Poster featuring this book and "The Collected Poems of Elinor Wylie," carrying a portrait of Miss Wylie, is available.

Longmans, Green

"Tumult and the Shouting," by Ursula Parrott—Advance announcement advertising in *New York Times Book Review* and *Herald Tribune Books*. Space in *Books of the Month*, *Latest Books*, *What to Read in Books*, *Blue Book of Books and Authors*, *Christmas Bulletin*. First schedule includes advertising in several cities and magazines as well as Sunday supplements noted above. Photographs of Mrs. Parrott available for bookshops and rental libraries.

"Worth Remembering," by Rhys James—Two cartoon posters; advertising in *Times Book Review*, *Herald Tribune Books* and *Saturday Review of Literature*. Circulars available.

"Edward VII," by E. F. Benson—Continued advertising in *Atlantic Monthly*, *Times Book Review*. Space in Christmas catalogs, etc.

"Uncharted Spaces," by Monica Selwin-Tait, and "Not All Saints," by Elizabeth Rayner—Two Catholic novels, advertised in *Messenger of the Sacred Heart*, *America*, *Commonweal*, *Catholic News*; there will be special Christmas promotion.

"The Duchess Laura: Further Days of Her Life," by Marie Belloc-Lowndes—Announcement advertising in Sunday supplements; publicity and advertising which ties up with author's visit to America, with special plans for Philadelphia.

William Morrow & Co.

"One Woman," by Tiffany Thayer—Trip-hammer ads in *New York Sunday* and daily *Times*, daily *Herald Tribune*, *World-Tele-*



**You have paid
PREMIUMS
for years . . .**

**isn't it worth \$2 to find
out where you stand
today?**

Read
**How SAFE IS
LIFE INSURANCE?**

By L. SETH SCHNITMAN
Former Chief of Division of Survey of Current
Business, United States Department of Commerce
\$2 • At All Bookstores

VANGUARD

*One of a number of newspaper ads prepared
by Vanguard for promotion of their
big fall title*

gram and Mirror. Larger space in Sunday
Herald Tribune and space in December
Scribner's.

"Fortune's Caravan," adapted by Rachel
Field, and "Ship's Monkey," by Honoré Mor-
row—Space in multi-poster machines in
November.

"The Man They Couldn't Hang," by
Oliver Martyn—Special display consisting of
three-foot, bright red, wooden scaffold, with
an actual hangman's noose, the title of the
book and author's name in large white raised
letters on a black background.

"The Arches of the Years," by Halliday
Sutherland—Continued advertising in *Satur-
day Review* and *Herald Tribune Books*; ads
in December issues of *Scribner's*, *Atlantic
Monthly*, *Harper's* and *Golden Book*.

"Argonaut," by Honoré Willies Morrow
—Photographic display, reproduction, 20 x
24, of an actual photograph taken in 1899
in Dyea, Alaska, showing heroine of the
book and her young son.

Oxford University Press

"Oxford English Dictionary," new issue
—large (19 x 29) poster available, together
with cards on "Concise Oxford Dictionary,"
"Modern English Usage," "Oxford Compan-
ion to English Literature," and "The Con-
cise Dictionary of National Biography" and
a card labeled "The Oxford Reference
Shelf." Circulars available. Full-page ads

will appear in November numbers of *The
Atlantic Monthly* and *Harper's* and the De-
cember number of *The American Mercury*.
Large ad will appear in December *Scribner's*.
Full page in the *Saturday Review* on No-
vember 4th preceding publication, and large
ads in the *New York Times* and *Herald
Tribune* daily and Sunday on publication.

"Icaro," by Lauro de Bosis, translated by
Ruth Draper—Announced in October issues
of *Yale Review* and *Virginia Quarterly Re-
view*, October-December number of *Hound
and Horn*, Fall Book Numbers of *The Na-
tion* and *The New Republic*. Will be ad-
vertised in *Times Book Review* November
5th and more advertisement is planned for
the Christmas season.

"Paris to the Life," by Paul Morand and
Doris Spiegel—Advertised in daily and Sun-
day metropolitan papers and in magazines,
poster available and original drawings may
be borrowed. Postcards for circularization.

"Northern Lights," by F. Spencer Chap-
man—Advertised in daily and Sunday metro-
politan newspapers and in magazines.

King Edward VII was fast asleep

"In the evening there was a
gala performance at the
Opera. The piece was *Sar-
danapalus*, staged by the
Kaiser himself. The last
scene showed the funeral
pyre of *Sardanapalus* setting
fire to his palace. Being tired,
King Edward had fallen
asleep in his box, and sud-
denly woke up to find the
whole stage apparently in
flames. He had not followed
the opera. He was greatly
alarmed imagining that the
theater was ablaze. The Em-
press Augusta had difficulty
in reassuring him."

This is one of the numerous
witty anecdotes to be en-
countered in the big non-
fiction book of the year:—

THE EDWARDIAN ERA

**By André
Maurois**

Illus. \$3.00

APPLETON-CENTURY

*A follow-up ad scheduled by Appleton-
Century*



Knopf is supplying a series of five of these attractive display cards for "Behind the Doctor"

Smith and Haas

"The Great Offensive," by Maurice Hindus—Newspaper advertising, especially in New York *Times Book Review*, *Herald Tribune Books*, and daily papers; magazine advertising.

"The People's Forests," by Robert Marshall—New York newspapers, weeklies and monthlies of national circulation.

"Gentlemen, I Address You Privately," by Kay Boyle—Extensive newspaper and magazine advertising.

Stokes

"No Second Spring," by Janet Beith—Initial advertising in daily papers throughout the country and in Sunday supplements and class magazines, to be followed up by advertisements in the New York dailies, and ads in November issues of *Scribner's*, *Harper's*, *Atlantic Monthly*, *Forum*, *New Republic* and *Nation*. Limited supply of six-color and gold posters available.

"To Live Alone," by D. M. Kaye—Advertised beneath "No Second Spring" in all advertisements and announced as runner-up in

\$20,000 International Prize Novel Contest. Ran in multi-poster machines in October.

"It's Up to the Women," by Mrs. Franklin D. Roosevelt—Display ads in approximately the same national media as "No Second Spring." Special news releases sent to woman's page editors of more than 600 newspapers.

"The Night Club Era," by Stanley Walker—Heavy display advertising in New York daily press and *Times Book Review* and *Herald Tribune Books*. Display space in quality magazines.

The Stokes list will be extensively advertised in magazines and book review sections in November and December. The juvenile list will receive special promotion in *Parent's Magazine*, *Scholastic*, *Atlantic Monthly*, *Harper's*, *Scribner's*, *Saturday Review*, *Times Book Review* and *Herald Tribune Books*.

Vanguard Press

"100,000,000 Guinea Pigs," by Arthur Kallet and F. J. Schlink—Constantly increasing sales allow for increased advertising appropriations. Large and small copy will be consistently run in all important media.

"How Safe Is Life Insurance?" by L. Seth Schnitman—Striking poster available, also two sets of imprinted postcards, one addressed to life insurance agents, the other to policy holders. Card in multi-poster machine in November. "Teaser" copy run in newspapers two weeks prior to publication. Ads modeled on life insurance advertising will be run in newspapers after publication.

(This article will be followed shortly by another giving promotion plans of still more publishers.)



One of many attractive posters issued by Doubleday, Doran

Bookstores and Business Books

ROBERT L. SMITLEY

*of the Dixie Business Book Shop, New York City, and author of
"Popular Financial Delusions"*

On the day of the Armistice Mr. Smitley deserted the Stock Exchange to embark upon a life-long ambition. On that day he bought himself a bookshop. He has specialized in the sale of business books and has helped form business libraries for colleges, libraries and financial institutions. His very readable "Popular Financial Delusions" has just been published by Roland Swain Co.

I HAVE BEEN SELLING business books for the past fifteen years, more than a million dollars' worth of them. To do it it has been necessary to keep the machinery of the shop very simple and the personnel very small. The greater part of the sales have consisted of out-of-print, rare, and second-hand books, because the new books from publishers formerly cost too much to advertise and distribute. It has been necessary, however, to know every good and bad book which appeared so as to perform a service to the clients who expected this service.

There must be about two thousand business books written each year, dealing with general or technical aspects of business economics. In addition, there must be about five thousand pamphlets, innumerable reports, and ephemeral material in newspapers, magazines, propaganda, and tracts . . . far too vast to tabulate. Since April first of this year—not counting those books to appear on the fall lists of the *Publishers' Weekly*—it has been necessary for the business bookshops to offer the following number of titles:

Accounting, 8
Advertising, 7
Banking History, 4
Banking Practice, 8
Banking Theory, 2
Biography, 7
Business Cycles, 9
Business Law, 4
Business Letter Writing, 2
Commodities, 4
Corporations, 6
Economic History, 9
Economic Problems, 23
Economic Theory, 8

Foreign Trade, 10
General Business, 4
Industrial Problems, 24
Insurance, 6
Investment, 18
Marketing, 8
Monetary Problems, 32
Personnel, 3
Prices, 2
Public Finance, 8
Public Utilities, 4
Salesmanship, 2
Sociology-Economics, 8
Speculation, 17
Statistics, 2
Tariff & Taxation, 2
Transportation, 6
Approximately 250 books.

The general bookseller has not made a profit on these books. The publisher has to a great extent marketed the books without much aid from the bookseller. The reasons why the bookseller has not been able to "cash in" on this avalanche of books are:

1. The books are usually higher priced than fiction, biography, etc.
2. The discounts are usually much smaller than on fiction, etc.
3. The bookseller has no way to evaluate these books since there, apparently, is no accredited authority on which to rely.
4. It is difficult to develop a group of book buyers in any community which will support a book shop having the temerity to "stock" this type of book.
5. No one has tried a "renting" library for such books to find out whether such a plan would be practical.

The fact remains that some of these books on business economics sell from three to five thousand copies. In special instances, such as in the case of the books of Stuart Chase, they sell into five figures and the total issue of the group runs into many thousands. There must be some way by which the general dealer can partake of some of this profit.

A number of suggestions can be made which are derived from my own experience. The first one is for the bookseller to study the subjects of "money," "business cycles," and "industrial problems" so that he, or she, will have a fair knowledge of the fundamentals. He or she will find that it's not a sad nor gruesome subject. When this is acquired, the sales talk or offer may have sufficient intelligence back of it to interest the prospect. A second suggestion is to try out a few of the more popular books on "money" or present day "economic problems" in a rental department which does well with non-fiction. It takes longer to read a book of this nature than a detective story and the rental rate might be adjusted accordingly. A third suggestion is to use interesting displays with human-interest elements so as to attract buyers. A fourth suggestion is for the bookseller gradually to get together all of the names of local readers who are interested in the subject and then to offer them a service. Talks to Rotary clubs, I have found, always create customers for the shop. There are always men interested in some current phases of the business situation who are glad to have business books called to their attention.

It is difficult to standardize the means for attaining the good results in selling business-economic books. All localities differ. Nevertheless, there is an immense field for profit in this classification of books and it is being seriously neglected by the bookseller.

A number of the lists which have been previously prepared for booksellers are good. Especially valuable are the wonderfully intelligent lists prepared by the Business Branch of the Newark Public Library. They are a safe basis for recommendations.

The whole world is at present economically minded. People wish to know what is going on, what the "Brain Trust" thinks, and how it is likely to act. And there are plenty of good books to cover these economic subjects, and the books are written by authors who have the ability to present the subjects in an entertaining form.

Some booksellers who would like to experiment with the salability of business books in their shops might like to add a shelf of recent books of a not-too-technical sort.

The following books are those which I would recommend the average bookstore putting into stock for popular reading. They are sufficiently elementary for the average reader who has a membership in a Rotary Club, college education, or for some a preparatory school education would be sufficient.

BANKERS GOLD by Edgar Lawrence Smith (*Simon & Schuster*). The reader gathers a clear knowledge of banking, of our credit structure and of money by means of a conversation carried on by three men and the author.

CAN BUSINESS BUILD A GREAT AGE? by William Kix Miller (*Macmillan*). In which the author tells us that the trouble with the world is not *laissez faire* but too much interference with supply and demand. He dares be capitalistic.

INFLATION by D. B. Woodward and M. A. Rose (*McGraw-Hill*). In words of a very few syllables, without technical details, the authors make the subject as clear as it is possible to the reader. There is no dry economic theory. Most people can get the idea even if Will Rogers cannot.

WE HAVE RECOVERED BEFORE by Walter W. Price (*Harper*). The author entertainingly tells about the awful conditions back in '37-'57-'73 and '93. Then he gives the reader a sane hopefulness about our present day. A counter offensive to the moods of despair. It should help many a mental case.

THE SOUTH SEA BUBBLE by Viscount Erleigh (*Putnam*) tells a famous story of graft, crazy speculation, and scandal which makes our present day news items insignificant.

SECURITY SPECULATION: ITS ECONOMIC EFFECTS by John T. Flynn (*Harcourt, Brace*) is announced for this fall. Mr. Flynn has a newsman's slant in writing and though he is likely to become violent in backing up his beliefs, it is advisable to get his viewpoint.

HOW TO LOSE YOUR MONEY PRUDENTLY by Fred C. Kelly (*Roland Swain Co.*). The results of trust funds, trust company supervision of one's surplus, and the general attitude of bank supervision comes in for

a tough time. Specific stories make the whole of the tale most gruesome.

HOW SAFE IS LIFE INSURANCE? by L. S. Schnitman (*Vanguard*). The author, formerly of the United States Department of Commerce, deals with a subject in which everyone should be interested. Before accepting the "word" of the agent, one should know the risks involved.

THE WORK OF THE STOCK EXCHANGE by J. Edward Meeker (*Ronald Press*). The reader may omit all the technical chapters if desired and read only the story of, and the reason for, the organized market. It is almost a romance in its development and will offset the viewpoint of the Flynn book.

POPULAR FINANCIAL DELUSIONS by Robert L. Smitley (*Roland Swain Co.*). I have tried to present 63 of the modern problems in such a way as to show the errors in thinking of the average person—at the same time recognizing that the author might be in error. By anecdote, by story and by dialog, the "ideas" are evolved.

LEADERS AND PERIODS OF AMERICAN FINANCE by T. J. Grayson (*John Wiley*). Probably the easiest way to learn the principles of economics is through biography. Dr. Grayson has made these lives vivid and human and has not lost the economic significance.

From Alexander Hamilton through Jay Gould, the eras unfold.

PLANNED MONEY by Sir Basil Blackett (*Appleton*). Since going off the gold standard, internationally, there is a tremendous necessity for getting some idea of what is meant by "the commodity dollar" or the "planned pound." The principles are easy to understand, and the average reader may decide for himself.

ROBINSON CRUSOE'S MONEY by David A. Wells (*Peter Smith*). A reprint of the Harper edition of 1892. The story of Robinson Crusoe in terms of money. Probably the most elementary manner in which to learn just what money is and what it means. Thomas Nast illustrations.

In addition to the above mentioned items, selected rather at random, there are many excellent books dealing with the social phases of our present life as being tried out under Fascism, Communism and Socialism. The rugged individualist may not like any system but his own. However, the others are part of our daily, world life and have an absorbing interest. There are many very honest, good books quite, readable and entertaining, which would supplement the flight from reality of the detective stories.

In and Out of the Corner Office

DAVID LAURANCE CHAMBERS, vice president of the Bobbs-Merrill Company, has written a short Hoosier History based on the mural paintings of Thomas Hart Benton, which were Indiana's contribution to A Century of Progress. The history, accompanied by plates illustrating the murals, has been printed in an attractive paper-bound booklet by the Bobbs-Merrill Co. ❖ ❖ ❖

Allen Lane, director of John Lane The Bodley Head, Ltd., of London will arrive in New York the end of this month. His address while in New York will be care of Dodd, Mead. ❖ ❖ ❖

James Poling, formerly of the advertising departments of Henry Holt & Co., and Alfred A. Knopf, Inc., is now in charge of the mail order department of the Garden City Publishing Co. ❖ ❖ ❖

James T. Collins, who was associated with the Macmillan Company and Horace Liveright, has joined the sales staff of L. C. Page & Company, which he will represent in New York, Philadelphia, Baltimore, Washington and intermediate cities. ❖ ❖ ❖

John Martin, the new director of children's programs for the National Broadcasting Company, is to give a Book Week program Monday afternoon, November 13th, at three o'clock E. S. T. His talk will be broadcast over the WJZ network, covering thirty radio stations. Mr. Martin will review several of the new fall books for boys and girls, and will urge mothers to see that their children have access to the best books. Last month when Mr. Martin was first announced on the air as the juvenile director at N. B. C., Mrs. Franklin D. Roosevelt made the introductory speech for his broadcast. ❖ ❖ ❖

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leypoldt

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October 28, 1933

IHOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

"Loss Leaders" Curbed

AFTER THE LONG and tense discussion on the details of the retailers' code it has finally been elaborated in all details and signed by President Roosevelt.



WE DO OUR PART

The booktrade has been interested in the attitude of the code toward prices and so-called "loss leader sales," more than anything else, as publishers and dealers in books have been among the chief sufferers under that type of merchandising. The stop loss provision in Article 7 indicates how far public opinion has gone in condemning the practice, and the provision will do much to eliminate in New York one of the worst features of the book price situation. Not only does the government leave in the code a price provision against the active opposition of the Macy Company and other users of the loss leader method of promotion but the code stops in its details and delivers a public admonition on the whole subject, summing up the situation concretely by saying that this practice results in an effort on the part of the merchant to make up the loss by

charging more than a reasonable profit for other articles or else by driving small merchants with their little capital out of legitimate business. It works against the producer of raw material of farm or industry and against the labor so employed. This outright declaration of such methods being against public interest is a point of view that has long been proclaimed by the booktrade, and there are many other indications, including recent legislation in California, that show that the public is beginning to sense that loss leaders are in final results a loss to the public.

In specific details the section does not prohibit the dealer "from selling an article without profit to himself. The selling price to the consumer should include an allowance for actual wages for store labor, this allowance to be fixed and published from time to time by the trade authorities hereinafter established." This will mean that books cannot, for the purpose of advertising or creating an impression as to prices of other non-identifiable merchandise be sold down and down to ridiculous levels to satisfy the merchandising theory of any one store. Under the present regime the Macy store has claimed that to buy at cash was to save 6% (in spite of the fact that its Newark store runs charge accounts). To prove this saving the Macy store asserted that it would go 6% below any other quoted price, so that when a competitor like Hearn, Gimbel or Bloomingdale emphasized some specific popular book the prices started down until all were losing money. Under the new program any competitor can match the Macy price and no one can go further. This price must ultimately include a contribution toward labor cost to be set by conference.

This situation does not on its face give much aid to booksellers who need to make a profit, but, with the loss leader value of books eliminated, it may be expected that the pleasure which a store may get out of selling without profit will be decidedly curtailed and the whole practice ultimately eliminated. Such a movement toward sane and sound retailing will be expedited by the effect of the whole discussion which has discredited a type of merchandising belonging to the old era, "let the buyer beware," for, as the government has pointed out, the practice has resulted in efforts on the part of the merchant to make up his losses on other items.

Booksellers Under Retail Code

THE GENERAL RETAIL CODE which goes into effect next week will now apply to all retailers and to all doing retail business. It further provides that other retail groups may operate under separate codes as supplemental to this code and the administrator may decide to what extent the provisions of this code may be suspended by the adoption of such a code. This will mean that booksellers for the time being, at least, fall under the provisions of this general code, and, if the President allows them, on application, to have a supplemental code of their own, as is already done in the case of the retail drug business, at that time the general provisions of this retail code will be modified to the extent therein permitted. This greatly clarifies the position of the retail booksellers' code, which has now been filed in Washington, and puts it in line for consideration on some such basis as that which the drug trade has achieved, and thus with its own administrative organization.

It would seem clear, also, from the text of the retail code that publishers, insofar as they sell to the ultimate consumer and not for resale, are subject to any provisions of this retail code. Publishers are retail dealers in direct mail selling, in coupon advertising, in subscription book selling, in selling to public libraries, and in all other transactions in which the book passes direct from the publisher to the final consumer. The wording of the code states "The term retail trade shall mean all selling of merchandise to the consumer and not for purposes of resale in any form."

Premiums

ARTICLE 8, SECTION 2 of the retail code takes up the question of premiums and states that when a bona fide premium is given away with an article the basis on which the minimum price of the article is calculated shall include the cost of the premium or share thereof. This will affect the use of books as premiums and would prevent, for example, a campaign such as that conducted by the Book-of-the-Month Club last year when for 25c and no other obligation the subscriber could obtain a copy of "Van Loon's Geography."

Our Goudy Exhibit

AS THE GOUDY EXHIBIT OPENS in New York, marking the thirtieth anniversary of the founding of the Village Press, the *Publishers' Weekly* feels a special pride that its cover, which has become so familiar in book-trade and library circles, was lettered for us by Mr. Goudy fifteen years ago. The old cover, which had been in use for many years, was in a curved line of Old English letters with a great deal of publishing details in small type under the arch. Mr. Goudy, keeping the feeling of the Old English lettering, decided, on consultation with the editor, on the use of Spanish Gothic with supporting roman letters. Theorists in design have sometimes asked why the first "The" should be in roman and also why the words "*The American*" in the second line should be in italics, while the balance of the line is in caps and small caps, but no theoretical analyst has ever questioned the competent beauty of the whole design, which, to our mind, is still one of the best and most beautiful pieces of lettering Mr. Goudy ever did. The design was first used on the cover of the January 4, 1919, issue.

The Drive Against Remainders

The Publishers' Weekly is receiving many letters expressing approval of the publishers' program for withdrawing remainders from the market during the period of emergency, the plan proposed by Scribner, followed up by Morrow and reemphasized in thoughtful detail by the article by Alexander Grosset appearing in this number. The idea back of this is so to relieve the present situation that the general impression of distress which these windows full of remainders create will be curtailed and the trade's emphasis put back on new books or popular priced reprints. After all, remainders are made up of trade failures and the trade cannot live by merchandising its failures.

Forthcoming Issues

❖ ❖ ❖ Annual Rare Book Number will be the issue of November 18th, with articles on "The Trend in Collecting," "Standard Descriptions of Condition and Rarity." ❖ ❖ ❖

News of the Week

President Roosevelt Signs Retail Code

A CODE OF FAIR PRACTICE to govern the entire retail trade with the exception of the grocery and drug trade and those branches of the retail trade which may later be granted permission to operate under their own separate codes was signed by President Roosevelt on Monday, October 23rd, to go into effect Monday, October 30th. A résumé of this Code is given on these pages.

The Retail Code specifically applies to all retailers and retail establishments except the drug trade the Code for which is attached to the retail code as schedule A. Further, any division of the retail trade, which has not had part in the formation or establishment of this Code, may make application to the Administrator to operate under a separate code of fair competition, the Administrator to determine whether such a division of the retail trade shall operate under the general code or a separate code.

In Article 2, retail trade is defined as meaning all selling of merchandise to the consumer and not for the purpose of resale in any form. Certain merchandise such as milk, tobacco, food stuffs and drugs are exempted. A retailer is defined as any individual or organization engaged wholly or partially in retail trade, and a retail establishment means any store or department of a store, shop, stand, or other place where a retailer carries on business other than places where the principal business is the selling at retail of products not included within the definition of retail trade. The rest of section 2 is given over to a definition of the various types of employees affected by the Code.

Article 3 makes the Code effective the second Monday after its approval by the President, in this case October 30th.

Article 4 contains the compulsory provisions of general labor which are contained in all Codes, and also provides that no person under the age of 16 shall be employed, excepting that persons 14 and 15 may be employed for three hours a day, six days a week, or for one day a week not exceeding 8 hours, in either case the hours of work to be between 7 A.M. and 7 P.M. and not to conflict with hours of day school. No person under

16 may be employed delivering merchandise from motor vehicles. If the State Law prescribes a lower minimum age no person below that age shall be employed in that State.

Article 5 establishes three groups of basic store hours and hours of labor, any one of which may be elected by a given store. Under group A, are all stores which choose to remain open less than 56 but not less than 52 hours a week, employees in this group to work not more than 40 hours a week or 8 hours a day or 6 days a week. Stores which have been open less than 52 hours prior to June 1, 1933, may retain their customary schedule but may not reduce their hours. Group B includes stores which choose to remain open from 56 to 62 hours a week, employees to work not more than 44 hours a week or 9 hours a day or 6 days a week. Group C stores may be open 63 or more hours a week and their employees may not work more than 48 hours a week, 10 hours a day or 6 days a week. Stores must post a schedule of store hours and employees' working hours within a week following the effective date of the Code. An establishment may change from the group which it has chosen only on December 31st of every year but may at any time increase its store hours providing it maintains the basic employee working week of the group it originally elected. For a period not to exceed three months during the summer a store may temporarily reduce its store hours but not the weekly wages of its employees. Professional persons, outside salesmen and collectors, guards and store detectives are exempted, as are maintenance and outside service employees except that the latter must be paid time and one third for all hours over six more than the maximum hours provided for employees of the store. Executives receiving \$35 or more per week in cities of over 500,000 population; \$30 or more per week in cities from 100,000 to 500,000 population; \$27.50 or more per week in cities from 25,000 to 100,000, or \$25 or more per week in cities under 25,000 are exempt. At Christmas, inventory and other peak times, for a

period not to exceed two weeks in the first six months of the calendar year and not to exceed three weeks in the second six months, an employee whose basic work week is forty hours may work not more than forty-eight hours per week and nine hours per day; an employee whose basic work week is forty-four hours may work not more than fifty-two hours per week and nine and one-half hours per day; an employee whose basic work week is forty-eight hours may work not more than fifty-six hours per week and ten hours per day. All such work may be without the payment of overtime. It is provided that in any establishment comprised of 20 or less workers no more than one for every five may work unrestricted hours. In establishments comprised of more than 20 workers the number who may work unrestricted hours shall not exceed one for every five workers for the first twenty and one for every eight workers above twenty. The hours worked by any employee each day must be consecutive except for a meal period which may not be longer than one hour. Any rest period given employees shall not be deducted from the working time; on one day a week employees may work an extra hour but this hour is to be included within the maximum hours permitted each week.

Minimum wages for employees in Group A stores shall be \$13 per week in cities of over 500,000; \$13 per week in cities from 100,000 to 500,000, and \$12 a week in cities from 25,000 to 100,000.

For Group B stores, minimum wages are set at \$14.50; \$13.50; and \$12.50 for the same classes of cities respectively.

Minimum wages for Group C stores are to be \$15, \$14 and \$13 respectively. In cities from 2,500 to 25,000 wages of all classes of employees are to be increased from the rates existing June 1, 1933 by not less than 20% unless this requires an increase in wages of more than \$11 a week, and providing that no employee shall be paid less than \$10 per week. In cities of less than 2,500 population, wages are to be increased not less than 20% from June 1, 1933 wages unless this requires an increase of more than \$10 per week.

Junior and apprentice employees may be paid \$1 less per week than minimum wages otherwise applicable and the number of these employees may not exceed a ratio of one to every five employees of the store up to twenty and one to every ten above twenty.

In the South wages are generally set at \$1 less per week.

Article 7 provides that no retailer shall increase the price of any merchandise sold after the Code becomes effective over the price existing June 1, 1933 by more than is necessitated by production, operation and replacement and invoice costs of the merchandise or by taxes or other costs resulting from administrative action, and in setting such price increase retailers shall give full weight to probable increase in sales volume. If the June 1st price of any merchandise was a distress price an equitable adjustment may be made. Appropriate adjustments of contracts entered into before June 16, 1933 may be made to reflect increased costs.

Article 8 is concerned with the Loss Limitation Provision.

"In order to prevent unfair competition against local merchants the use of the so-called 'loss leader' is hereby declared to be an unfair trade practice. These 'loss leaders' are articles often sold below cost to the merchant for the purpose of attracting trade. This practice results, of course, either in efforts by the merchant to make up the loss by charging more than a reasonable profit for other articles, or else in driving the small merchant with little capital out of legitimate business. It works back against the producer of raw materials on farms and in industry and against the labor so employed.

"1. This declaration against the use of 'loss leaders' by the store keeper does not prohibit him from selling an article without any profit to himself. But the selling price of articles to the consumer should include an allowance for actual wages of store labor, to be fixed and published from time to time by the Trade Authority hereinafter established.

"2. Such an allowance for labor need not be included in the selling price of any article of food, or be applied by storekeepers doing business only in communities of less than 2,500 population (according to the 1930 census) which are not part of a larger trade area.

"Provided, however, that any retailer may sell any article of merchandise at a price as low as the price set by any competitor in his trade area on merchandise which is identical or essentially the same, if such competitor's price is set in conformity with the foregoing provision. A retailer who thus reduces a

price to meet a competitor's price as above defined shall not be deemed to have violated the provisions of this section if such retailer immediately notifies the nearest representative retail trade organization of such action and all facts pertinent thereto."

The following exceptions are made:

"(a) Notwithstanding the provisions of the preceding section, any retailer may sell at less than the prices specified above, merchandise sold as bona fide clearance, if advertised, marked and sold as such; highly perishable merchandise which must be promptly sold in order to forestall loss; imperfect or actually damaged merchandise, or bona fide discontinued lines of merchandise, if advertised, marked and sold as such; merchandise sold upon the complete final liquidation of any business; merchandise sold in quantity on contract to public carriers, departments of government, hospitals, schools and colleges, clubs, hotels and other institutions, not for resale and not for redistribution to individuals; merchandise sold or donated for charitable purposes or to unemployment relief agencies, and drugs or drug sundries sold to physicians, nurses, dentists, veterinarians or hospitals.

"(b) Nothing in the provisions of the preceding section shall be construed to prevent bona fide farmers' associations engaged in purchasing supplies and/or equipment for their membership from making patronage refunds to their membership.

"(c) Where a bona fide premium or certificate presenting a share in a premium is given away with any article, the base upon which the minimum price of the article is calculated shall include the cost of the premium or share thereof."

Fair Trade Practices set forth in Article 9 provide that no retailer shall use advertising of any sort which is inaccurate in any material way or which misrepresents merchandise, credit, terms, values, policies or service. No retailer shall use advertising which refers inaccurately in any material particular to any competitor or his merchandise, price, values, credit, terms, policies or service. No retailer shall use advertising which inaccurately lays claim to a policy or continuing practice of generally underselling competitors. No retailer shall influence a sale by gifts or inaccurate bills or statements. No retailer shall place obstacles in the way

of the purchase of a product which a consumer orders by a brand named by urging a substitute product in a manner which disparages the product ordered.

The N.R.A. label must be carried on all merchandise manufactured under the Code of Fair Competition.

Article 10 sets up a Retail Trade Authority consisting of the Administrator or his deputy and three members appointed by the President who shall advise and assist the Administrator or his deputy. The National Retail Trade Council consisting of the retail trade authority together with at least one but not more than three representatives from each major division of the retail trade presenting the Code or hereafter subscribing to it has been set up. Representatives are to be elected by the National Trade Associations of each division of the industry, and each division shall have one vote in actions taken by the Trade Council. The Council is given all general powers necessary to assist in the administration and enforcement of the Code. Subject to the approval or at the request of the Administrator, the Council may require from retailers such reports as are necessary to effectuate the purpose of the Code and may make investigations as to the function or observance of any provisions of the Code and report the results to the Administrator. It may also present recommendations based on conditions in the trade which will tend to effectuate the operation of the provisions of the Code. The Regional Advisory Committee is to be set up by the Trade Council and will consist of one member appointed from and representing each Federal Reserve District, to serve in an advisory capacity on matters pertaining to the administration of the Code in the respective districts.

There is also to be a National Retail Economics Board consisting of five members appointed by the President or the Administrator to observe and study the economic effects and results of various provisions of the Code. Where the provisions of the Code impose an unusual or undue hardship on any retailer or group of retailers they may make application for relief to the Administrator who may grant the necessary modifications or exceptions.

Article 9 contains general provisions concerning membership and prohibition against monopolies and prohibition against the use of subterfuge and also states that the Code

shall continue in effect until June 16, 1935 or until the President shall by proclamation or Congress by joint resolution declare the emergency over.

California Legislates Against Price Cutters

"LOSS LEADERS" now so generally frowned upon as unfair practice by most retailers are made illegal by the law of California in an amendment to its statutes passed last June and now beginning to influence retailing practice.

The statute is an amendment to Chapter 504, Section 1 of the State Law. An act relating to unfair competition and discrimination:

SEC. 1A. Every person, partnership, firm, corporation, joint stock company, or other association engaged in business within this State, who shall sell any article or product at less than the cost thereof to such vendor, or give away any article or product, for the purpose of injuring competitors and destroying competition, shall be deemed guilty of a misdemeanor, and on conviction thereof shall be punished by a fine not exceeding \$500, or by imprisonment not exceeding six months, or by both said fine and imprisonment. The term "cost" as applied to production is hereby defined as including the cost of raw materials, labor and all necessary overhead expenses of the producer; and as applied to distribution "cost" shall mean the cost of the article or product to the distributor and vendor plus the cost of doing business by said distributor and vendor.

The provisions of this section shall not apply to any sale made:

(1) In closing out in good faith the owner's stock or any part thereof for the purpose of discontinuing his trade in any such stock or commodity, that is, as in the case of the sale of seasonal goods, or to the bona fide sale of perishable goods to prevent loss to the vendor by spoilage or depreciation;

(2) When the goods are damaged or deteriorated in quality, and notice is given to the public thereof;

(3) By any officer acting under the orders of any court.

Also an amendment to Chapter 260, the "Fair Trade Act."

SEC. 1½. Wilfully and knowingly advertising, offering for sale or selling any com-

modity at less than the price stipulated in any contract entered into pursuant to the provision of section 1 of this act, whether the person so advertising, offering for sale or selling is or is not a party to such contract, is unfair competition and is actionable at the suit of any person damaged thereby.

Trade Code Proceeds

CALLED TOGETHER for a general conference on the next steps for the trade publishers' code a group of sixty heads of houses met at the Hotel Commodore in New York on Tuesday and voted "to remain in session subject to adjournments until a code had been completed and was ready to present in Washington."

The meeting was called to order by Cass Canfield, President of the National Association of Book Publishers, who reviewed the work of the past three months. The conference then elected W. Morgan Shuster, President of D. Appleton-Century Company, as chairman, and Stanley Rinehart, as Secretary. The Code Committee was elected to take up the work from where the former committee, under the Chairmanship of Alfred Harcourt, had left it, a committee which included Cass Canfield, President of Harper & Brothers; W. Morgan Shuster, President of D. Appleton-Century Company; Whitney Darrow of Charles Scribner's Sons, Alfred W. McIntyre of Little, Brown & Company, W. W. Norton of the W. W. Norton Company, Joseph Wharton Lippincott, Alfred Knopf of Alfred A. Knopf, Inc., and Bennett Cerf of the Modern Library. The Committees elected W. Morgan Shuster as Chairman.

The meeting expressed deep appreciation of the long and arduous task that Alfred Harcourt had carried forward during the past three months, and regret was unanimously expressed that he did not feel able to continue in the responsible work of the Chairmanship. Mr. Harcourt, who was present, offered the Committee full cooperation.

During the morning meeting a questionnaire on the leading points at issue in the first draft of the code was circulated. Answers to this questionnaire were filled in by all members and were tabulated during the noon period and presented at the afternoon meeting. The conference was strongly in favor, in the questionnaire, of the principle of

price maintenance, but was equally certain that machinery for such maintenance should not be urged at this time. There was equal emphasis on the need of giving check to remainder dumping. The currently approved limitations on reprint dates were also deemed satisfactory, one year for fiction, two for non-fiction, with exceptions for special cases approved by the Joint Board of Publishers and Booksellers.

Other subjects which occupied the long afternoon session were the clauses relating to book clubs, discounts, premiums. The discussion was keen and closely followed and left the Committee with many suggestions for the evening's work of perfecting the most difficult clauses.

Another German Ban

BOOKS BY BOTH FOREIGN and German authors have been banned from Thuringian public libraries unless they display "a kinship to Teutonic and Nordic feeling," according to instructions recently published by the Ministry of Education in Germany. Thus books expressing democratic, liberal, anti-military, anti-religious, pacifist or pan-European viewpoints will be excluded from a cultural area which included Weimar, the home of Goethe, and Jena, the seat of a famous university.

Pacific Coast Shipping

EFFECTIVE NOVEMBER 3RD a new set-up of water freight rates will be established on all Intercoastal Lines to Pacific Coast ports. The new rates will be \$1.10 per hundred lbs. on carloads of 12,000 lbs., and \$1.20 per hundred lbs. on less than carload shipments.

With the establishing of these rates, the WTC Book Consolidation will be abandoned, as there is no necessity of consolidating less than carload shipments due to the fact that no spread has been allowed between the rates. All shipments should in the future be marked with the consignee's name and address, and shipped on an individual bill of lading. I regret this action, as the Consolidation has been of decided advantage to all Pacific Coast booksellers, both from the viewpoint of service and saving of freight rates.

The Dollar Steamship Line in the past has been the official carrier of the WTC Book Consolidation, and is to be congratulated

for its real co-operation, and reliable service. I recommend that this steamship line be favored with book tonnage, as in the past. It will be of interest to note, that the Dollar Line backed my efforts to obtain rates permitting the continuance of the consolidation, but as it is only one member of the Intercoastal Conference, it was unable to get the rates I suggested and which were agreed upon by the Chairman of the Intercoastal Conference after an exchange of telegrams. The other lines voted against the proposed rates, for the simple reason that they wanted any portion of the tonnage it was possible to obtain, and it was impossible to break the solidity of the Pacific Coast Booksellers, who were loyal to the WTC Book Consolidation and its official carrier, the Dollar Line.

As matters stand now, the carload rate is raised 10 cents per hundred and the carload minimum is reduced from 24,000 lbs. to 12,000. The lower carload rate is the same as if the original set-up had been allowed with this exception. All shipments weighing under 105 lbs. will be billed at \$1.25, which is the minimum bill of lading charge. Consequently booksellers are cautioned about routing their shipments under this weight via water, for with insurance-freight-rate-delivery charges and tolls, the total rate will be about equal that which it costs to ship either express or rail freight.

Just as soon as possible I will start to work out details of a rail consolidation. When this becomes effective the Pacific Coast booksellers will be able to overcome the problem of handling their small short shipments, now coming express and package service. This consolidation will make it possible to divert water shipments to rail at a rate equal to the present water rate with the insurance charges and tolls and at the same time reduce the rate paid on present rail shipments, besides getting the benefit of faster service. The items permissible in a rail consolidation cover many commodities, and it should be possible to obtain the necessary tonnage for such carloads.

For the present I suggest the routing of water shipments via Dollar Line, and caution shippers to *insure* all water shipments unless otherwise directed.

HARRISON LEUSSLER
Chairman of Book Consolidation
Group Western Traffic Conference

Improved Publishers Catalogs

ONE OF THE REQUESTS most frequently made by booksellers in recent years has been for uniformity in publishers' trade catalogs, particularly those included in the "Trade List Annual." This year a definite recommendation for more uniform trade lists was made by the Joint Board, and sample type pages showing the recommended editorial arrangement and suggested symbols were sent out by the Bowker Co. previous to assembling the "Trade List Annual."

A comparison of the "Trade List Annuals" for 1932 and 1933 shows that during the year 16 publishers have changed the format of their lists, in some cases adopting the Joint Board recommendations to a greater or lesser degree, and in some cases adopting a new style of their own. Most of the publishers who are including catalogs for the first time have adopted the recommendations, and some of the catalogs of previous years have apparently been considered near enough to the recommended form to remain as they are.

Booksellers who have expressed their opinion to the *Publishers' Weekly* feel that until all publishers adopt the same symbols in their trade lists the catalogs will not have reached their greatest usefulness. They feel that a great deal of time is wasted running down symbols in each individual catalog.

Women's National Book Association Meeting

THE WOMEN'S NATIONAL BOOK ASSOCIATION with its October meeting has begun a new type of program. Instead of having only authors as speakers at the meetings, there will now be at least one speaker who will talk on the mechanics of bookmaking, binding, composition, book designing, book jackets, book advertising, etc. The October meeting which took place on October 24th at the Hotel Pennsylvania had as its speakers E. Harder of the Engineers Book Shop, who spoke about her shop; Julie Eidesheim, manuscript reader on "Mistakes That Authors Make," and Martha Bensley Bruere, portrait painter and co-author with Mary R. Beard of "Women's Humor in America." Miss Bensley's subject was on "Woman as a Humorist."

Booksellers League Meets

THE BOOKSELLERS LEAGUE OF NEW YORK met for its first dinner of the fall at the Aldine Club on October 18th. Following the dinner E. S. McCawley of Haverford, Pa., brought the greetings of the Philadelphia booksellers and spoke on the importance to booksellers of widening their community contacts by joining local organizations. Captain Cornelius Willemse, author of "A Cop Remembers," told stories of the police, and Struthers Burt told bear stories.

Lenz Wins Ping-Pong Tilt

SIDNEY S. LENZ, president of the American Ping-Pong Association and a former ping-pong champion, won the John Day Ping-Pong Tournament for writers, editors, critics and publishers held at the Book Center, Hotel Duane, Tuesday evening, October 10th, defeating John Dallas of the Dell Publishing Co., in the finals. Mr. Lenz received a silver cup. The prize for the poorest score was won by Harry Hughes of the New York *Evening Sun*, who was defeated 21-1 in his first round match against Mr. Lenz. About one hundred and fifty were present, of whom fifty-five played and the rest were an enthusiastic gallery throughout the entire evening. The tournament was held to signalize the publication by the John Day Company of "Modern Ping-Pong and How to Play It" by Coleman Clark, the authorized book on the game.

British Trade Journal

BEGINNING WITH THIS MONTH the *Publishers' Circular*, the long-established journal of the English booktrade, will become the official organ of the two British booktrade associations. This agreement has been reached by arrangements between directors of the publishers' and booksellers' associations and J. Whitaker & Sons, Ltd., whose periodical, the *Publisher and Bookseller*, has been for several years issued under the joint auspices of the two groups. The *Publishers' Circular*, now in its hundred and thirty-ninth volume, is edited by E. Walton Marston, whose father, Edward Marston, edited the periodical for many years. The address of the *Publishers' Circular and Booksellers' Record and The Publisher and Bookseller* is 56 Whitcomb Street, Leicester Square, London, W. C. 2.

Librarians at Chicago

OCTOBER, 1933, saw the American Library Association returning to its headquarters city for its first convention there since the year of the last World's Fair forty years ago. The attendance at the meetings and the interest in the discussions made this one of the most significant of the Association's fifty-five annual conferences.

At the close of the sessions, which lasted ten days, H. M. Lydenberg of the New York Public Library turned over the presidency to Gratia Countryman, librarian of the Minneapolis Public Library. Louis R. Wilson, Dean of the Graduate Library School in Chicago, becomes first vice president; Ralph Munn, director of the Carnegie Library at Pittsburgh, second vice-president, and Matthew S. Dudgeon, librarian of the Milwaukee Public Library, remains as treasurer.

The attendance at the various meetings ran up to 3,000, with registered delegates and members from every part of the Union. The intricate program, necessitated by the many special sessions and group meetings, was organized under the expert direction of Carl H. Milam, executive secretary of the Association, and his staff.

A very special significance was added by the presence of distinguished guests from foreign countries. Among the guests who addressed the convention were Monsignor Eugène Tisserant, director of the Vatican Library, Arundell Esdaile, secretary of the British Museum, Isak Collijn, director of the Royal Library at Stockholm.

The problems raised by decreasing library appropriations coming simultaneously with increased public demands were discussed as they affect various types of libraries. There was every indication that the librarians are facing this insistent problem with both determination and common sense. Commissioner of Education George F. Zook, who came from Washington to address the convention on "A New Trend in Education," gave testimony that the government is appreciating the place of books in a thoroughgoing relief program, and there is evidence that under state supervision library work may be conducted under the government support as an adjustment service for the unemployed. There is social urgency in the fact that at the time when library appropriations are perhaps 40% down that the demands on libraries have increased by an equal percentage.

Among the author guests at the convention were Hervey Allen, who addressed the conference in general session on the topic of "The Library as an Author Sees It"; Professor Howard Mumford Jones of the University of Michigan, speaking on "The Place of Books and Reading in Modern Society," and Elizabeth Foreman Lewis, author of "Young Fu," who was awarded the John Newbery Medal.

Current book buying problems came to the front in the Order and Book Selection Round Table conducted by Wilma E. Reeve of the Indianapolis Public Library. Dr. George F. Bowerman of Washington, D. C., presented "A Program for Fiction Buying," and recommended a greatly curtailed program for ephemeral novels. A discussion on the problem of replacements was led by William Webb of the Public Library of Flint, Mich., and "Trends in Reading" was discussed by Jennie M. Flexner, the authority on adult education of the New York Library. The libraries' interest in Codes was discussed and the responsibility for watching the effect on libraries of the printing, publishing and retailing codes was again entrusted to Carl L. Cannon of the Yale University Library.

The closing session of the convention again emphasized the common problems of the book world. Dr. Frederick P. Keppel, president of the Carnegie Corporation, spoke on "The Responsibility of Writers, Publishers and Librarians for Promoting International Understanding." Dr. Keppel said, "The librarian has the key to unlock a wealth of material, old and new, which will open up the beauty and excellence of human life beyond our frontiers."

Among the resolutions passed by the business meeting was one expressing the conviction that all public libraries should be free from partisan and factional political fights, pledging cooperation in the Federal plan of setting up work relief projects for unemployed librarians, and also one asking that the United States enter the International Copyright Union.

The retiring president, Mr. Lydenberg, has guided the librarians through a most crucial year and organized one of the most stimulating programs of A.L.A. history. The new president, Miss Countryman, has been one of the leaders in American library work for many years.

Country-wide Observance Planned for Book Week, Nov. 12-18

A CONSTANT STREAM of inquiries about Book Week is flowing into the offices of the National Association of Book Publishers, indicating that observance of the Week will be as complete, nationally, as it was last year. Many newspapers, including the *Pittsburgh Post-Gazette*, the *Providence Journal*, the *Dallas Morning News*, the *Rochester Democrat and Chronicle* and the *Ohio State Journal* have expressed their willingness to cooperate with special features for the Week. The *Mobile Press Register* will continue its custom of carrying an entire page of book reviews written by children on one day of Book Week.

Interest is high among booksellers concerning the window display contest for children, which was described in the *Publishers' Weekly* for September 30th.

For this contest two prizes have been announced; a first prize of \$50 worth of 1933 books for the library of the school whose pupils arrange the best window display, and a second prize of \$25 for the library of the school whose pupils arrange the second best window. The books will be selected by a committee of teachers and librarians, and the window display will be judged by Alfred van A. van Duym, Doubleday, Doran Book Shop display manager; William H. Wells of Denhard, Pfeiffer & Wells, and Frank L. Magel of the Putnam Bookstore, president of the A.B.A., on the basis of the central selling idea of the display, the attention-compelling value of the window and its general pictorial appeal.

Booksellers who wish to take part in the contest should first consult the literature or art supervisor of the local schools, or the city superintendent or principals of the schools, about the possibilities of a community contest among the schools for a bookshop window. Each school, or one grade in each school, might be asked to submit a detailed plan for a window. Perhaps only one school, public or private, might be approached. Conditions of the local competition are left en-

tirely to the dealer's discretion. A local committee of judges may be selected or the bookseller himself may decide which of the submitted plans is the best one.

Growing Up With Books



Flavia Gág drew this sketch for Book Week. Coward-McCann is using it for a circular to be used by bookstores

A committee of pupils from the winning school should be invited to come to the bookstore, select books for the window and work out its arrangement, including accessories. Let the children handle every detail. After the window has been installed a photograph should be taken and submitted to the National Association of Book Publishers, 347 Fifth Ave., New York City, accompanied by a description written by the children who put in the window, pointing out the chief selling idea used, the accessories used, etc. Photographs and descriptions must reach New York by November 27th.

Already such stores as Korner & Wood in Cleveland, the Sunnyside Bookshop in Santa Cruz, Calif., the Corner Bookstore in Ithaca, Doubleday, Doran in St. Louis and the Frederick Bookstore in Huntington, West Virginia, have made inquiries about the contest.

National magazines will, as usual, cooperate in the observance of Book Week, and clubs and organizations the country over are planning special programs for the Week. Booksellers have found opportunity for service by tying up with these community affairs.

Illustrated Book Show

TWO BOOKSELLERS, Josephine Kimball of Young Books and Carl Zigrosser of the Weyhe Bookshop, are members of the jury to select the volumes for the 1933 exhibit of American book illustration, the other members of the jury being M. F. Agha, Art Director of the Condé Nast Publications, and Thomas Craven, author of "Men of Art." Entries for the exhibit closed this week, the material having been submitted at the headquarters of the American Institute of Graphic Arts at 745 Fifth Avenue.

As soon as the judges have made their selection the list of the books to be included in the exhibit as it opens in New York will be mailed to every bookshop in the United States, in order that duplicate exhibits may be set up, insofar as the bookshops have the material on hand or can get it by early shipment. Full details of this plan will be available shortly.

The exhibit will include books of the last three years, and the term "illustrated books" will include illustrations but not decorations of a secondary nature, and will include books with photographs published in book form for the first time. All illustrations must be by living American artists and drawn especially for the text.

Obituary Notes

GEORGE ROBERTSON

THE PRESS CLIPPINGS which have reached the United States indicate the esteem in which the late George Robertson, bookseller of Sydney, was held by the public of that city and indeed of all Australia.

George Robertson, who died the last of August, was head of the firm of Angus & Robertson, Ltd. Besides the large retail book business, Mr. Robertson's house developed the publishing of Australian material, and he was intensively interested all of his life in encouraging Australian literature of all types and in holding the writers to world standards for their products.

"It was his ideal," said the Sydney *Morning Herald* in his obituary, "that the bookseller's shop should be the center of culture in every town, particularly in every country town. 'It is their university,' he said, and for this reason he strongly held that the bookseller should not be denied any part of his fair profit."

LEONARD H. WELLS

LEONARD H. WELLS, manager of the book department of the Powers Mercantile Co. in Minneapolis for thirty-eight years, died on October 11th after a brief illness. Mr. Wells, affectionately known as "Doc" Wells to his friends and associates, was born in Oskaloosa, Iowa, in 1865. He started in the drug business as a clerk at the age of 10, and worked in drug stores throughout the west for a number of years, following the migration westward through Kansas and Colorado as far west as Washington Territory. In 1893 he came to Minnesota and entered the book department of Schuneman and Evans, St. Paul. Two years later he was made manager of eight departments, including the book department, in the newly opened store of S. E. Olson and Co., which later became the Powers Mercantile Co. He soon turned the greater part of his energy to the book department, which he developed into one of the best in the middle west. Rare books were added and became so important a part of the business that Mr. Wells found it necessary to make an extended European buying tour every year or so. "It was largely through his effort," said the Minneapolis *Tribune*, "that Minneapolis today ranks as one of the best literary cities of the United States."

KIMBALL OF STONE & KIMBALL

INGALLS KIMBALL, who, as partner with Herbert S. Stone, made publishing history in the '90s, died on October 17th at a sanitarium after an illness of several months.

He was born in Newton, Massachusetts, in 1874 and graduated from Harvard in 1894. The publishing firm of Stone and Kimball was founded before his last year in college and continued four years with a brilliance both of list and of fine production that attracted international attention. After the business had been sold he founded the Cheltenham Press and with Bertram G. Goodhue designed the Cheltenham type, the most widely used type ever designed in America.

In later years Mr. Kimball became known as an authority on industrial insurance and annuities.

A fuller account of Mr. Kimball's significant place in publishing history will appear in the *Publishers' Weekly* on Nov. 4th.

P. W. Market News

Notice to Control Card Users

THE PRICE of "Remember When," edited by Therese Bonney (Coward-McCann, Nov. 2nd), has been reduced from \$3 to \$2.50.

"The Man of the Renaissance" by Ralph Roeder (Viking Press) has been postponed from Nov. 13th to Dec. 1st. The price will be \$3.50 instead of \$5.

The title "The Further Side of Silence" by Oliver Claxton (John Day, Oct. 19th) has been changed to "Heavens Above!"

"A Book of Americans" by Rosemary and Stephen Vincent Benét (Farrar & Rinehart) has been postponed from Oct. 26th to Nov. 11th.

The title "Shout!" by Robert Gessner (Farrar & Rinehart, Nov. 16th) has been changed to "Upsurge."

"Jonathan Bishop" by Herbert Gorman (Farrar & Rinehart) has been postponed from Nov. 13th to Nov. 27th.

"City Management" by Charles P. Taft (Farrar & Rinehart) is now scheduled for Nov. 29th instead of Nov. 30th. The price has been changed from \$1.50 to \$2.50.

"The Innocent Wife" by Colette (Farrar & Rinehart) has been postponed from Nov. 23rd to January, 1934.

The title "Franklin Roosevelt in Action" by Earle Looker (John Day) is now "The American Way: Franklin Roosevelt in Action." The publication date has been changed from Oct. 19th to Nov. 2nd.

The price of "Play Parade" by Noel Coward (Doubleday, Dec. 6th) has been changed from \$4 to \$3.50.

Business Notes

BOMBAY, INDIA—D. B. Raraporevala Sons & Co. at Hornby Road are interested in buying publishers' remainders in large quantities. They are particularly interested in books on India and Indian subjects, reference books, classics and works of standard authors, particularly foreign authors, curiosas, letter writers, cookery books, etiquette books, books on sexology and other books which are generally in demand in India.

CLAREMONT, CAL.—Minchin's Book Shop, a branch of the shop in Berkeley, was opened

here recently at Claremont Inn. It will be managed by Mrs. Medora Minchin Bybee who was formerly with the Berkeley store. Publishers are requested to send catalogs, especially those relating to remainders and text books.

CHICAGO, ILL.—The Civic Opera Book Shop has been opened by Stella P. Heitz at 20 N. Wacker Drive.

CHICAGO, ILL.—Daniel Ryerson announces that he has started a publishing house at 644 W. Garfield Boulevard.

DANVILLE, VA.—The Fireside Bookshop at 563 Main St., has just been opened by Frances Montague and Mary Dan Frantz.

HARTFORD, CONN.—Crompton T. Johnson has moved to 84 Trumbull St. where he will continue to sell rare books and first editions.

NEWARK, N. J.—The Clinton Book Shop, a circulating library, has been opened at 486 Clinton Ave. Irving Eskowitz is the proprietor.

NEW YORK CITY—The Gotham House has moved from 66 Fifth Ave. to 158 West 11th St.

PRESCOTT, ARIZ.—The Book Store has been opened by Verna Ruth Lavender.

TERRE HAUTE, IND.—The East Side Rental Library in care of A. Neukom & Son has been opened at 13th and Wabash Aves. Hazel Neukom is the proprietor.

WASHINGTON, D. C.—The Boys' and Girls' Book Shop has been opened in the department store of W. B. Moses & Co. at F and 11th Streets by Mrs. M. Offenbergs. Mrs. Offenbergs has leased a part of the store for the shop which will be conducted independently by her.

Change in Price

DOUBLEDAY, DORAN & CO.

Please note that the price of "Etiquette, Jr.," by Mary E. Clark and Margery C. Quigley, has not been reduced to \$1.00. The price is still \$2.00. The book has been reprinted with a new, modern jacket.

THE PRESS OF THE PIONEERS

The price of "Bethel and Aurora" by Hendricks has been changed from \$3.75 to \$3.00 a copy.

P. W. Market News

One Month from Now—A Forecast

CITY MANAGEMENT, by Charles P. Taft. *Farrar & Rinehart*, \$2.50.

INTERNAL REVENUE, by Christopher Morley. *Doubleday, Doran*, \$2.50.

ROLL, JORDAN, ROLL, by Julia Peterkin and Doris Ulmann. *Ballou*, \$3.50.

DE VRIENDT GOES HOME, by Arnold Zweig. *Viking Press*, \$2.50.

THE MAN OF THE RENAISSANCE, by Ralph Roeder. *Viking Press*, \$3.50.

VINCENT VAN GOGH, by Julius Meier-Graefe. *Harcourt, Brace*, \$3.

Nov. 29. An account of the successful experiment in government being carried on in Cincinnati, written by the son of Ex-President Taft.

Nov. 29. Mr. Morley's first collection of essays in five years covers a wide range of topics.

Nov. 29. Interpretations of the southern Negro in text by Julia Peterkin and photographs by Doris Ulmann. Special limited editions at higher prices, also.

Dec. 1. Postponed from Nov. 13.

Dec. 1. Renaissance life pictured in the characters of Savonarola, Machiavelli, Castiglione and Arcotino. Book-of-the-Month Club selection for December.

Dec. 1. The trade edition of this story of the artist is the December choice of the Literary Guild.

Out This Week

THE BELOVED STRANGER, by Grace Livingston Hill. *Lippincott*, \$2.

THE BEST BRITISH SHORT STORIES, 1933, ed. by Edward J. O'Brien. *Houghton Mifflin*, \$2.50.

CROSTOWN, by John Held, Jr. *Vanguard Press*, \$2.

CROWDED HOURS, by Alice Roosevelt Longworth. *Scribner*, \$3.

AN ELEPHANT UP A TREE, by Hendrik Willem Van Loon. *Simon & Schuster*, \$2.

ESCAPE, ed. by F. Yeats-Brown. *Macmillan*, \$2.50.

THE FOREST OF ADVENTURE, by Raymond Ditmars. *Macmillan*, \$2.50.

GOLDEN RAIN, by Margaret Widdemer. *Farrar & Rinehart*, \$2.

I, THE TIGER, by Manuel Komroff. *Coward-McCann*, \$2.

HOW SAFE IS LIFE INSURANCE? by L. Seth Schnitman. *Vanguard Press*, \$2.

THE INTELLIGENT MAN'S REVIEW OF EUROPE TODAY, by G. D. H. and Margaret Cole. *Knopf*, \$3.

SENATOR MARLOWE'S DAUGHTER, by Frances Parkinson Keyes. *Messner*, \$2.50.

WHAT I LIKE, by William Lyon Phelps. *Scribner*, \$2.75.

WINNER TAKE NOTHING, by Ernest Hemingway. *Scribner*, \$2.

Just before her wedding, Sherrill changes her mind. The jacket will attract readers who prefer this type of romance.

Sure of an audience.

Or, From Hell's Kitchen to Sutton Place.

An interesting biography that will probably be a best seller.

The kind of children's book that adults will enjoy.

An omnibus of stories of escape chosen by the "Bengal Lancer."

Mr. Ditmars tells the story of a scientific expedition to South America in a narrative that will appeal to children and adults both.

By a popular writer of romance.

An unusual story, told in the words of a caged tiger, by an author who usually clicks.

"It names names."

An able and comprehensive book for serious readers.

A long novel of diplomatic life, by the author of "Queen Anne's Lace." Announced many months ago, it is now brought out as the first book of a new publisher.

This anthology of prose, chiefly modern, by a critic whose word carries weight, should sell long and steadily.

Fourteen stories—his first fiction since "A Farewell to Arms."

P. W. Market News

Current Best Sellers

ANTHONY ADVERSE, by Hervey Allen. *Farrar & Rinehart*, \$3.

ONE MORE RIVER, by John Galsworthy. *Scribner*, \$2.50.

OIL FOR THE LAMPS OF CHINA, by Alice Tisdale Hobart. *Bobbs-Merrill*, \$2.50.

BONFIRE, by Dorothy Canfield. *Harcourt, Brace*, \$2.50.

VANESSA, by Hugh Walpole. *Doubleday, Doran*, \$2.50.

LIFE BEGINS AT FORTY, by Walter B. Pitkin. *Whittlesey House*, \$1.50.

MORE POWER TO YOU! by Walter B. Pitkin. *Simon & Schuster*, \$1.75.

POOR SPLENDID WINGS, by Frances Winwar. *Little, Brown*, \$3.50.

100,000,000 GUINEA PIGS, by Arthur Kallet and F. J. Schlink. *Vanguard Press*, \$2.

FLUSH, by Virginia Woolf. *Harcourt, Brace*, \$2.

Seven out of the eight cities whose best sellers were listed in the *Times* last week placed it first. Warner Bros. have purchased the movie rights.

Sold after "Anthony Adverse" in Boston, New York, Philadelphia, and San Francisco. The best seller at Brentano's N. Y. store last week.

First in the Washington stores last week, the only ones in the *Times* not reporting "Anthony Adverse." It was second in Chicago, third in St. Louis.

20th thousand. McClurg's best fiction seller last week.

A best seller at seven Chicago stores last week, and sold next to "Anthony Adverse" at four St. Louis stores.

12th printing. Still Chicago's best seller according to the *Daily News*. Led in New Orleans stores reporting to the *Times*, second in St. Louis and San Francisco.

13th thousand. Non-fiction leader in N. Y., Washington and Chicago stores sending their lists to the *Times*.

Sale to Oct. 7th was 7,174 copies. The leader at four Philadelphia stores last week, second in Boston. Second in Chicago, according to the *Daily News*.

16th printing. Second at N. Y. stores reporting to the *Times* last week.

A best seller at four Boston stores last week and at two in Chicago on the *Daily News* chart.

Other Bookstore Favorites

THE DRAGON MURDER CASE, by S. S. Van Dine. *Scribner*, \$2.

THREE CITIES, by Sholom Asch. *Putnam*, \$3.

MANDOA, MANDOA! by Winifred Holtby. *Macmillan*, \$2.50.

ONE WOMAN, by Tiffany Thayer. *Morrow*, \$2.50.

THE PROSELYTE, by Susan Ertz. *Appleton-Century*, \$2.50.

KING EDWARD VII, by E. F. Benson. *Longmans, Green*, \$3.

WAR MEMOIRS OF DAVID LLOYD GEORGE, v. 1. *Little, Brown*, \$4.

ROCKWELLKENTIANA, by Rockwell Kent. *Harcourt, Brace*, \$3.75.

BEHIND THE DOCTOR, by Logan Clendening. *Knopf*, \$3.75.

MY BATTLE, by Adolf Hitler. *Houghton Mifflin*, \$3.

Third at N. Y. stores last week and third on McClurg's latest list.

Second printing. Third at Brentano's (N. Y.) last week and a best seller at three Chicago stores.

Second in fiction sales at Ballantyne's and the Wayfarer Book Shop in Washington, last week.

Sold after "Anthony Adverse" in Hansell's and Siler's in New Orleans.

A best seller at two Washington stores last week and at Womrath's in Chicago.

One of the three best sellers at Philadelphia stores.

Outsold non-fiction at four Boston stores.

10th thousand.

Brentano's (N. Y.) best non-fiction seller last week.

Second in non-fiction sales at Ballantyne's and the Wayfarer Book Shop in Washington.

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts **Dr:** Drama **Hi:** History **Po:** Poetry **Sp:** Sports
Bi: Biography **Ec:** Economics **Ju:** Juveniles **Re:** Religion **Tr:** Travel
Bu: Business **Fi:** Fiction **Mu:** Music **Sc:** Science

- Akers, Dwight** **Ju**
 The king's mule. 173p. il. D [c. '33] N. Y., Minton, Balch 2.00
 Some farmer boys follow Larry the Mule one night and meet the other animals on strange terms.
- Allen, William D.**
 American enlightened imperialism. il. D '33 N. Y., Universal Pub. Co., 20 Vesey St. bds., 2.00
- Anderson, John**
 The last survivors in sail; a record of square-rigged sailing ships still at sea and of those lost since the Great War. 54p. il. S '33 N. Y., Spon & Chamberlain bds., .75
- Aspinall, Algernon** **Tr**
 The pocket guide to the West Indies. 532p. il., maps S '33 N. Y., Macmillan 3.50
- Babson, Roger Ward**
 Finding a job. 191p. D [c. '33] N. Y., Revell 1.50
 Advice to young men and women from a prominent economist, with some words to parents and employers.
- Bailey, Ralph Edward** **Bi**
 An American colossus; the singular career of Alexander Hamilton. 318p. (7p. bibl.) il. O [c. '33] Bost., Lothrop 3.00
 A biography of a great figure in early American history.
- Baillie, John, D.D.** **Re**
 And the life everlasting. 366p. (bibl. footnotes) D c. N. Y., Scribner 2.50
 An attempt to clear up the confusion of thought surrounding the problem of eternal life.
- Baker, Margaret** **Ju**
 Cat's-cradles for his majesty; il. by Mary Baker. no p. O [c. '33] N. Y., Duffield & Green 2.00
 The story of a poor widow woman and her son who became cat's-cradle makers to the king.
- Bannister, Louis Herbert** **Ec**
 When we become scientific; this book gives the cause of financial panics and offers a scientific remedy. 99p. diagr. D c. '33 Pasadena, Cal., Author, 370 Buckeye St. 1.00; pap., .35
- Barker, K. F.**
 Bellman: the story of a beagle. 221p. il. D '33 N. Y., Macmillan 2.00
- Berdyaev, Nicholas** ★
 The end of our time [tr. from the Russian by Donald Atwater]. 258p. D '33 N. Y., Sheed & Ward 2.25
 An indictment of the modern world, together with an essay on the general line of Soviet philosophy.
- Berndt, W.** **Ju**
 Smitty at military school [cartoons]. 86p. il. O '33 N. Y., Cupples & Leon bds., .50
- Blasco Ibanez, Vicente**
 La barraca; ed. by Paul T. Manchester. 264p. il. S (Macmillan Hispanic ser.) '33 N. Y., Macmillan 1.20
- Borchert, Otto, D.D.** ★ **Re**
 The original Jesus; tr. from the German by L. M. Stalker. 479p. O '33 N. Y., Macmillan 3.50
 A study of Jesus which has been very popular in Germany.
- Briggs, Thomas H.**
 Secondary education. 589p. D '33 N. Y., Macmillan 2.50
- Brigham, Albert Perry and McFarlane, Charles T.**
 Our home state and continent; Michigan ed. by R. D. Calkins. 339p. il. (col. front), maps (pt. col.) O (Our world and ourselves) [c. '33] N. Y., Amer. B'k 1.32

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

Brill, E. C.

Secret cache: South from Hudson Bay: Island of yellow sands. 305p. front. D '33 N. Y., Cupples & Leon .50

Brooks, Collin [Barnaby Brook, pseud.] Ec

Our present discontents. 345p. (bibl. footnotes) D [c. '33] N. Y., Holt 2.75

A discussion of contemporary economics and an indictment of the follies of contemporary statesmen, by an assistant editor of the London *Financial News*.

Brunner, Karl, ed.

The seven sages (southern version). 263p. O (Early English Text Soc.) '33 N. Y., Oxford 8.00

Budgett, Hubert Maitland Sp

Hunting by scent; il. by Lionel Edwards. 133p. (bibl. footnotes) il., diagrs. Q [n. d.] N. Y., Scribner 7.50

The fundamental principles of scent applied in hunting with dogs. Besides the illustrations by Lionel Edwards are numerous photographic illustrations.

Buerger, Gottfried August ★ Fi

Baron Munchausen's miraculous adventures on land; il. by Gustav Doré [tr. from the German by Ulrich L. Steindorff]. 63p. il. S [c. '33] Los Angeles, U. S. Lib. Ass'n .35

Cadman, Samuel Parkes, D.D. Re

The prophets of Israel; il. by Frank O. Salisbury. 197p. (bibl.) il. (pt. col.) O c. N. Y., Macmillan 3.25

Brief studies on the personalities and messages of the Old Testament prophets, from Moses to Daniel, by the well-known pastor of the Central Congregational Church of Brooklyn, N. Y.

Cain, Paul Fi

Fast one. 304p. D '33, c. '32, '33 Garden City, N. Y., Doubleday 2.00

A tale of terror and crime in the Los Angeles underworld.

Chamson, André ★ Fi

The mountain tavern; tr. from the French by Edwin Granberry. 251p. D [c. '33] N. Y., Holt 2.00

Misfortune befell a young lieutenant of Napoleon's defeated army while he was spending the night at a tavern in the Cevennes mountains.

Charters, Werrett Wallace: Holaday, Perry W. and Stoddard, George D.

Motion pictures and youth; a summary: Getting ideas from the movies. 183p. (2p. bibl.) D (Motion pictures and youth; Payne Fund studies) c. N. Y., Macmillan 1.50

Amateur Athletic Union of the United States

Tables for scoring decathlon, pentathlon, all-around women's pentathlon. 17p. S (Spalding's athletic lib., auxiliary ser.) c. '33 N. Y., Amer. Sports Pub. Co. pap., .15

Bailey, Hamilton

Physical signs in clinical surgery; new 4th ed. 287p. il. (pt. col.) O (Wm. Wood pub'n) '33 Balt., Williams & Wilkins 6.50

Balyeat, Ray Morton

Migraine; diagnosis and treatment. 242p. (bibls.) il. (pt. col.), diagrs. O [c. '33] Phil., Lippincott 3.00

Baum, Kurt

Am Leben entlang: Gedichte und Balladen; lim. numbered ed. 60p. O '33 Milwaukee, Caspar, Krueger, Dory 2.00

Braginton, Mary Victoria

The supernatural in Seneca's tragedies. 98p. O

Chaucer, Geoffrey

The complete works of Geoffrey Chaucer; ed. by Walter W. Skeat. 905p. D (Oxford standard eds.) '33 N. Y., Oxford .95

Cieresko, Benjamin

Depressions; causes and solution. 202p. D [c. '33] [Trenton, N. J., Author, 887 Brunswick Ave.] 2.00; pap., 1.25

The author's plan for the solution of the present depression.

Claxton, Oliver Fi

Heavens above! a novel. 215p. D [c. '33] N. Y., John Day 2.00

A satiric novel about the adventures of two shades before they enter the gates of heaven.

Coker, Tracy Fi

Ee-dah-how. 290p. D c. Caldwell, Id., Caxton Printers 2.50

A historical romance of a pioneer to the Oregon country and the French-Indian woman, Ee-dah-how.

Cole, George Douglas Howard and Cole, Margaret Isabel Postgate [Mrs. G. D. H. Cole]

The intelligent man's review of Europe today. 665p. (8p. bibl.) maps, diagrs. D c. N. Y., Knopf 3.00

An analytic study of existing conditions and problems in Europe today.

Collins, Edward H. Ec

Inflation and your money; the story of money that everyone can understand. 32p. O [c. '33] N. Y., Duffield & Green pap., .15

An argument against inflation, sponsored by eight prominent men, four Republicans and four Democrats.

Conolly, Violet

Soviet economic policy in the East; Turkey, Persia, Afghanistan, Mongolia, Tana Tuva and Sin Kiang. 177p. (bibl. notes) map D '33 N. Y., Oxford 2.25

Coulter, Ellis Merton Hi

A short history of Georgia. 470p. (12p. bibl.) il., maps, diagrs. O c. Chapel Hill, N. C., Univ. of N. C. Press 3.50

Craine, Edith Janice [Juliska Darn, Harrison Bardwell, pseud.] Ju

The victors. 265p. il. O [c. '33] N. Y., Duffield & Green 2.00

An historical tale for boys about the Incas of Peru at the time of the Spanish Conquest.

Crosby, Percy Leo

Always belittlin' [il. by the author]. 62p. F [c. '33] McLean, Va., Author bds., 2.00

Cartoons and humorous writings on timely topics of the day.

[c. '33] Menasha, Wis., Geo. Banta Pub. Co.

pap., 1.00

Buckley, Albert Coulson

Nursing mental and nervous diseases, from the viewpoints of biology, psychology and neurology; a textbook for use in schools for the training of nurses; 3rd ed., rev. 321p. (bibl.) il., diagrs. O (Lippincott's nursing manuals) [c. '33] Phil., Lippincott 3.00

Cajal, Dr. Santiago Ramón

Histology; tr. from the Spanish by Dr. M. Fernán-Núñez. 700p. il. O (Wm. Wood pub'n) '33 Balt., Williams & Wilkins 8.00

Chevalier, Marion F.

A dramatic adaptation of Rabelais in the seventeenth century: Les aventures et le mariage de Panurge (1674) by Pousset de Montauban, with a study of his life and other plays. 196p. O (J. H. Univ. studies in romance lits. and langs., extra v. 6) '33 Balt., Johns Hopkins Press pap., 2.00

Curtis, John Gould

History of the town of Brookline, Massachusetts. 372p. (bibl. footnotes) il., map O c. Bost., Houghton 3.00

A memorial volume to the late Edward W. Baker, prepared under the direction of the Brookline Historical Society.

Dante Alighieri

★ Po

Dante's Inferno; a version in Spenserian stanza; [tr. from the Italian] by George Musgrave; il. by John D. Batten. 317p. O '33 N. Y., Oxford 3.00

D'Aulaire, Ingri Mortenson [Mrs. Edgar Parin D'Aulaire] and D'Aulaire, Edgar Parin Ju

Ola and Blakken, and Line, Sine, Trine [il. by the authors]. no p. il. (pt. col.) F c. Garden City, N. Y., Doubleday bds., 1.75

Further adventures of the little Norwegian boy, Ola, with his horse Blakken and three little girls, Line, Sine and Trine.

Dettinger, Alma

Ju

Crazy quilt circus. 52p. il. O [c. '33] Stamford, Conn., Richard H. Cunningham bds., 1.00

A circus animal story, illustrated with puzzle pictures that are to be colored.

De Vitis, M. A. and Torreyson, Dorothy

Tales of Spanish America. 228p. il. S (Macmillan Hispanic ser.) '33 N. Y., Macmillan 1.10

Dickinson, R. E. and Howarth, O. J. R.

The making of geography. 264p. (bibl.) il., maps O '33 N. Y., Oxford 3.00; educational ed., 2.50

Ditmars, Raymond Lee

Ju

The forest of adventure. 267p. il. O c. N. Y., Macmillan 2.50

A story about a scientific expedition to South America, by the Curator of Mammals and Reptiles of the New York Zoological Park.

Donne, John

Po

The poems of John Donne; ed. by H. J. C. Grierson. 460p. front. (por.) D (Oxford standard authors ed.) '33 [N. Y.], Oxford 1.50

One of the first volumes in a new series of textbooks for classroom use. See also *Chaucer, Shakespeare and Swift*.

Douglas, C. H.

Ec

Social credit. 223p. D [c. '33] N. Y., Norton 2.00

A proposal for reorganization of international monetary systems to supply consumer credit and relieve the present financial depression.

Dubois, Alan

Fi

Other men's wives. 272p. D c. N. Y., Godwin 2.00

A story of marital fidelity and infidelity, that is laid in a Westchester County suburb.

Dysinger, Wendell S. and Ruckmick, Christian Alban

The emotional responses of children to the motion picture situation. 298p. (bibl. footnotes) il., diags. D (Motion pictures and youth; Payne Fund studies) c. N. Y., Macmillan 2.00

Darton, N. H.

Guidebook of the western United States; pt. F, The Southern Pacific lines, New Orleans to Los Angeles. 311p. (4p. bibl.) il., maps (pt. col.), diags. O (Geological survey, bull. 845) '33 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., 1.00

Edelmann, Richard Heinrich

Text-book of meat hygiene, with special considera-

Ewen, David, ed.

Mu

From Bach to Stravinsky; the history of music by its foremost critics. 369p. O [c. '33] N. Y., Norton 3.75

The history of the great composers from Bach to Stravinsky, each composer presented by an authority. There are also chapters on music history before Bach and on modern musical trends. Brief biographies and lists of the principal works of the composers are also given.

Ferrero, Guglielmo

★

Peace and war; tr. by Bertha Pritchard. 254p. D '33 N. Y., Macmillan 3.25

Forbes, Rosita Torr [Mrs. Arthur Thomas McGrath] Tr

Eight republics in search of a future; evolution and revolution in South America. 352p. front. (map) O [n. d.] N. Y., Stokes 3.00

The author describes her experiences and conditions as she found them in Brazil, Uruguay, Paraguay, Argentine, Chile, Bolivia, Peru and Ecuador during a year of travel.

Forrester, I. L.

Ju

Door in the mountain. 320p. front. D '33 N. Y., Cupples & Leon .50

Fuller, John Frederic Charles

Grant and Lee; a study in personality and generalship. 323p. (25p. bibl. notes) maps O '33 N. Y., Scribner 3.00

Major-General Fuller studies the effect of the personalities of Grant and Lee upon their campaigns.

Fuller, Robert W., and others Sc

First principles of physics; new ed. 823p. il. (pt. col.) D '33 Bost., Allyn & Bacon 1.80

Gabriel, Gilbert Wolf [Gilly Bear, pseud.] Fi

Great fortune. 311p. D c. Garden City, N. Y., Doubleday 2.50

The story of what happened to some people who lived, until recently, in the world of easy money. is told by Van Vliet, one night, in a Broadway producer's office.

Gehrs, John H.

Soils and crops; rev. ed. 456p. il. D '33 N. Y., Macmillan 1.40

Ginther, P.

Ju

Secret stair: Jade necklace: Thirteenth spoon. 300p. front. D '33 N. Y., Cupples & Leon .50

Girl Scout handbook [new ed.]. Ju

diags. S [c. '33] N. Y., Girl Scouts, Inc., 570 Lexington Ave. 1.00; bds., .50

Gould, Charles Newton

Oklahoma place names. 146p. (bibl. footnotes) front. (por.) D c. Norman, Okla., Univ. of Okla. Press 1.00

A study of the origin of Oklahoma place names by one who settled in Oklahoma in 1900, eleven years after the opening of Old Oklahoma to settlement.

Grant, Madison

Hi

The conquest of a continent, or, The expansion of races in America; introd. by Henry Fairfield Osborn. 405p. (19p. bibl.) maps, diags. O c. N. Y., Scribner 3.00

A history of this country entirely from the standpoint of its racial development.

tion of antemortem and postmortem inspection of food-producing animals; 6th rev. ed. by John R. Mohler and Adolph Eichhorn. 474p. il. (pt. col.) O '33 Phil., Lea & Febiger 5.50

Geddes, Virgil

Towards revolution in the theatre. 15p. D (Brookfield pamphlets no. 2) c. Brookfield, Conn., Brookfield Players pap., .25

- Gray, Harold** **Ju**
Little orphan Annie in Cosmic City [cartoons]. 86p. il. O '33 N. Y., Cupples & Leon bds., .50
- Grayson, Charles** **Fi**
Original sin. 254p. D c. N. Y., King 2.00
This modern love story, in which the hearts of three people become entangled, is laid in New Orleans, New York and on an island off Florida.
- Greer, Carlotta C.**
Foods and home making; new ed. 654p. il. D '33 Bost., Allyn & Bacon 1.80
- Guggenheim, E. A.** **Sc**
Modern thermodynamics by the methods of Willard Gibbs. 222p. (bibl. notes) diags. O (Methuen's monographs on physical subjects) ['33] [N. Y., Dutton] 3.50
- Halliday, Evelyn G. and Noble, Isabel T.**
How and whys of cooking [rev. ed.]. 270p. il. (col. front.), diags. O (Univ. of Chic. home economics ser.) [c. '28, '33] Chic., Univ. of Chic. Press 3.00
- Hardy, A. C.**
British ships and shipping illustrated. 95p. il. D '33 N. Y., Macmillan 1.40
- Harrison, Charles Yale** **Fi**
There are victories. 320p. D [c. '33] N. Y., Covici, Friede 2.25
The story of a woman's conflict because of her Catholic upbringing, the unhappiness of her married life and the realities of the modern world.
- Hatfield, James Taft** **Bi**
New light on Longfellow; with special reference to his relations to Germany. 194p. (bibl.) il. O c. Bost., Houghton 2.75
A study of the life and work of Henry Wadsworth Longfellow that is based largely on a great deal of unpublished material.
- Haynes, Williams**
Chemical economics. 310p. il. O '33 N. Y., Van Nostrand 3.25
- Held, John, jr.** **Fi**
Crosstown. 312p. D c. N. Y., Vanguard 2.00
The story of the crosstown progress of Mazie Petropolis, daughter of a Greek candy-maker, from a Hell's Kitchen tenement to Sutton Place, the sanctuary of New York's wealthy and socially prominent.
- Helme, Eleanor Edith, and Paul, Nance** **Ju**
"Seek there"; a story of Braemar; il. by Frank Wallace. 205p. il., map O '33 N. Y., Scribner 2.50
A mystery story for boys and girls, with a setting of the Scottish Highlands.
- Hemingway, Ernest** **Fi**
Winner take nothing. 244p. D '33, c. '30-'33 N. Y., Scribner 2.00
Fourteen short stories, of which nine have never been published before.
- Hill, Mrs. Grace Livingston [Marcia Macdonald, pseud.]** **Fi**
The beloved stranger. 315p. D [c. '33] Phil., Lippincott 2.00
A few minutes before her wedding to Carter McArthur, Sherrill learned something which changed all her plans.
- Hockett, Homer Cary** **Hi**
Political and social growth of the United States, 1492-1852; rev. ed. 671p. il. O '33 N. Y., Macmillan 3.00; syllabus, .50
- Holcombe, Arthur Norman**
The new party politics. 148p. (bibl. footnotes) D (Social action b'ks) [c. '33] N. Y., Norton 1.75
A discussion of the new combinations of interests in national politics brought about by changed economic and social conditions. The author is a professor of government in Harvard University.
- Ikbāl 'Alī Shāh, sirdar, ed.** **★**
The Oriental caravan; a revelation of the soul and mind of Asia. 331p. O [n. d.] [N. Y., Claude Kendall] 2.75
Representative selections from Oriental literature, ancient and modern.
- Jackson, Thomas Graham** **Ar**
Byzantine and Romanesque architecture; 2nd ed.; 2 v. 296p.; 295p. il. O '33 N. Y., Macmillan 28.50
- Jagger, Sargeant** **Ar**
Modelling and sculpture in the making. 79p. il. O ("How to do it" ser.) '33 N. Y., Studio Pub'ns bds., 3.50
A guide to the technique of modelling and sculpture for the student and analyses of twelve great works of sculpture, ancient and modern. Thirty-three full page plates are included.
- Johnson, Clifton, ed.** **Ju**
Children's favorite library; 10 v. 128p. il. (col.) S '33 N. Y., Cupples & Leon .35, ea.
- Johnson, George M.** **Fi**
The Texas range rider. 256p. D [c. '33] N. Y., Clode 2.00
A romance of the West in which a cowboy narrowly escapes murder, and learns a strange tale of hidden gold.
- Graves, R. R. and others**
Feeding value for milk production of pasture grasses when grazed, when fed green and when fed as hay or silage. 47p. (bibl.) il. O (U. S. Dept. of Agri. technical bull. no. 381) '33 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05
- Grinnell, Joseph**
Review of the recent mammal fauna of California. 163p. (bibl. notes) Q (Univ. of Cal. pub'ns in zoology, v. 40, no. 2) '33 Berkeley, Cal., Univ. of Cal. Press 1.25
- Groves, Dr. Ernest W. Hey**
Synopsis of surgery; 10th rev. ed. 700p. il. (pt. col.) (Wm. Wood pub'n) '33 Balt., Williams & Wilkins 5.00
- Guthrie, Laurence Rawlin, comp.**
American Guthrie and allied families. 752p. il. O [c. '33] Boyds, Md., Compiler 12.00
- Hale, William Green**
The law of the press; text, statutes, and cases; 2nd ed. by William Green Hale and Ivan Benson. 620p. O '33 St. Paul, Minn., West Pub. Co. lea. cl., 4.00
- Heldt, Peter Martin**
Automotive engines; design, production, tests; 8th rev. ed. of The gasoline motor. 598p. il., diags. O '33 Nyack, N. Y., Author 6.00
- Hill, Chesney**
Recent policies of non-recognition. 127p. (bibl., bibl. footnotes) D (Internat'l conciliation no. 293) '33 N. Y., Carnegie Endowment for Internat'l Peace pap., .05
- Hogan, Thomas J. and Finnen, Malachi A.**
Outline of audit procedure. 144p. O [c. '33] B'klyn, N. Y., Standard Text Press 2.50
- Jukkola, Elmer Ely**
The preparation and properties of some of the rare earth metals. 6p. '33 Urbana, Ill., Univ. of Ill. pap., .25

Johnson, Gerald White**Hi**

The secession of the southern states. 176p. (bibl. notes) il. D (Great occasions ser.) c. N. Y., Putnam

1.50

A short history of the Secession of the southern States in which the author points out that both the North and the South were hopelessly wrong in their attitudes.

Key to freedom and security in India (The); a constructive study of civic freedom and security with reference to the establishment of stable free institutions in modern India; by an Indian student of political science; foreword by Arnold Toynbee. 310p. D '33 N. Y., Oxford 2.25

Keyes, Frances Parkinson Wheeler [Mrs. Henry Wilder Keyes]**Fi**

Senator Marlowe's daughter. 465p. O [c. '33] N. Y., Julian Messner, Inc., 8 W. 40th St. 2.50

The story of an American girl amid the whirl of diplomatic life in the capitals of Europe, and in the New England and Washington homes of her tradition. This is one of the first publications of a new publishing house.

Kiskaddon, Jesse Fulton**Re**

Scientific support for Christian doctrines. 76p. (bibl.) O '33 North East, Pa., Author, 63 Gibson St. 1.00

Komroff, Manuel**Fi**

I, the tiger. 249p. D c. N. Y., Coward-McCann 2.00

A tiger tells the story of his life in the jungle, in a circus, in a zoo and in Hollywood.

Kraemmer, Elias**★ Fi**

Impossible Evensen; tr. from the Norwegian by E. F. Hagen and E. Gay-Tiff. 346p. D c. N. Y., Coward-McCann 2.00

A novel which recounts the lusty, robust adventures of a retired Norwegian sea captain.

Landis, Benson Young

The third American revolution; an interpretation. 163p. (bibl. notes) D c. N. Y., Ass'n Press 1.75; pap., 1.00

An interpretation of the New Deal and of the main events since March 4, 1933.

Leong, Y. S.**Ec**

Silver: an analysis of factors affecting its price. 168p. (bibl.) D (Inst. of Economics ser.) '33 Wash., D. C., Brookings Inst. 2.00

Littleton, A. C.**Bu**

Accounting evolution to 1900. 380p. il. O '33 N. Y., American Inst. Pub. Co., 135 Cedar St. 5.00

Longworth, Alice Roosevelt**Bi**

Crowded hours. 361p. il. O '33, c. '32, '33 N. Y., Scribner 3.00

The reminiscences of the daughter of Theodore Roosevelt and widow of Nicholas Longworth, late Speaker of the House, who has led an eventful life at the center of political Washington and in other great cities.

Macaraig, Serafin E.

Community problems; an elementary study of Philippine social conditions. 228p. il., diagrs. D [c. '33] Manila, P. I., Educational Supply, P. O. Box 954 .90

McCreery, James Lindsay

Exploring the earth and its life, in a natural history museum; il. by the author. 269p. O c. N. Y., Stokes 1.75

Information on why a museum collects the records of natural history, how it arranges and interprets the wealth of material, and thereby presents a complete picture of the earth and its life.

McDougall, Walter Byron**Sc**

Mushrooms; a handbook of edible and inedible species. 159p. il. D [c. '25] Bost., Houghton flex. cl., 3.50

Has been out of print.

McKay, George L.

A bibliography of Robert Bridges [lim. ed.]. 227p. front. (por.) O c. N. Y., Columbia Univ. Press bds., 7.50

A check list of the works of the late Robert Bridges, former Poet Laureate of England.

McNamara, Edward J., and others**Bu**

Office practice; an integrated laboratory project; 2 v. 131p.; 248p. D '33 N. Y., Gregg Pub. Co. 1.00, ea.

Mann, Thomas**★**

Past masters, and other papers; tr. [from the German] by H. T. Lowe-Porter. 275p. D [c. '33] N. Y., Knopf 2.50

Essays on Wagner, Dürer, Freud, Spengler, etc., and one on "Culture and Socialism," which discusses political issues of our time.

Marks, Herbert E. and Meyer, Jerome S.

Snap judgment. il. O c. '33 N. Y., Simon & Schuster 1.00, bxd.

An adult game to test one's sense of recognition and memory. The box contains sixteen charts, filled with photographs of famous people, buildings, paintings, objects, etc., to be identified. Answers and a scoring pad are included.

Mary Philip, Mother**Re**

In praise of Mary; thoughts on some of her feasts and titles. 140p. S [c. '33] N. Y., P. J. Kenedy 1.10

Meditations on the feasts, titles and prayers honoring the Virgin Mary.

Mathews, Shailer**Re**

Immortality and the cosmic process. 57p. D (Ingersoll lecture, 1933) '33 Cambridge, Mass., Harvard 1.00

Kelly, Helen Garside

A study of individual differences in breathing capacity in relation to some physical characteristics. 59p. (2p. bibl.) diagrs. O (Univ. of Ia. studies in child welfare, v. 7, no. 5) '33 Iowa City, Ia., Univ. of Ia. 1.35; pap., 1.00

Kennedy, Julia T.

George Watterston. 62p. (bibl.) O '33 Wash., D. C., Catholic Univ. of Amer. pap., 1.25

Kerr, Dr. J. M. Munro and others

Maternal mortality and morbidity. 400p. il. Q (Wm. Wood pub'n) '33 Balt., Williams & Wilkins 8.25

Obstetrics and gynecology; 2nd ed., rev. and enl.

1120p. il. O (Wm. Wood pub'n) '33 Balt., Williams & Wilkins 11.25

Lamek, John Elmer

Music instruction in Catholic elementary schools. 91p. (bibl.) O '33 Wash., D. C., Catholic Univ. of Amer. pap., 1.25

Le Comte, Dr. Ralph M.

Manual of urology. 328p. il. O (Wm. Wood pub'n) '33 Balt., Williams & Wilkins 4.00

McLaughlin, James Angell, ed.

Cases on the federal anti-trust laws of the United States; 2nd ed. 770p. O [c. '33] Cambridge, Mass., Author, Harvard Law School buck., 7.00

Muir, Pat (pub'n)

Muse, Mat (627p. Saunde)

Mayers, Laurence H., M.D. and Welton, Arthur Dorman

What we are and why. 340p. il. (pors.) O [c. '33] N. Y., Sears 3.00

A study of the relation of the endocrine glands to human conduct and dispositional traits, with special reference to the influence of gland derangements on behavior.

Menken, Alice Davis

On the side of mercy; problems in social readjustment; introd. by Herbert H. Lehman. 234p. (bibl. footnotes) il., diagrs. O c. N. Y., Covici, Friede 2.00

An account of the author's experiences during thirty years of social service work among the courts, correctional institutions and delinquents of New York City and State.

Mercer, Frank Alfred and Gaunt, William, eds.

Modern publicity, 1933-1934. 124p. il. (pt. col.) Q [n. d.] N. Y., Studio Pub'ns

lea. cl., 4.50; pap., 3.50
An annual of commercial art reproducing posters, booklets, methods of packaging and press advertising from many countries. There is an introduction and an article on packaging by A. Tolmer.

Miller, Catherine Atkinson

Eighteen; the art of being a woman. 205p. D [c. '33] N. Y., Round Table Press 1.50

Advice and information for girls on love, personality, friends, careers, clothes, etc.

Milton, John

The student's Milton; being the complete poems of John Milton, with the greater part of his prose works; ed. by Frank Allen Patterson; rev. ed. 1343p. O '33, c. '30, '33 N. Y., F. S. Crofts 5.00

Molière, Jean Baptiste Poquelin

Three Molière plays; Tartufe, Scapin the trickster, The school for wives; freely adapted [from the French] for the English stage by F. Anstey. 289p. D '33 N. Y., Oxford 2.75

Moll, Ernest George

The appreciation of poetry. 283p. (bibl. footnotes) D c. N. Y., F. S. Crofts bds., 2.00
Materials and suggestions toward a technique for the teaching of the appreciation of poetry.

Mori, Cesare

The last struggle with the Mafia; tr. [from the Italian] by Orlo Williams. 250p. il. O ['33] N. Y., Putnam 3.00

An account of the organization and deeds of the Mafia, that dreaded, criminal society which was so powerful in Sicily, is given by one who aided in subduing it.

Morrow, Elizabeth Reeve Cutter [Mrs. Dwight Whitney Morrow]

Beast, bird and fish; an animal alphabet; il. by René D'Harnoncourt; music by Eberhard D'Harnoncourt. no p. il. (col.) Q c. N. Y., Knopf 1.50

Each letter of the alphabet stands for an animal. A picture and a verse with music is given for each one. By the author and illustrator of "The Painted Pig."

Muir, Robert, M.D.

Pathology; new 3rd ed. 965p. il. O (Wm. Wood pub'n) '33 Balt., Williams & Wilkins 11.25

Muse, Maude Blanche

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 Student's handbook to the University and Colleges of Cambridge, The. 2.50 *Macmillan*
 Students' logic. Roy, D. N. 2.00 *Educational Supply*
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| Tarbell's teachers' guide to the International Sunday school lessons, 1934. 1.90 | What I like. Phelps, W. L. 2.75 | Scribner |
| Revell | What we are and why. Mayers, L. H. 3.00 | Sears |
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| Third American revolution, The. Landis, B. Y. 1.75; 1.00 | | |
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OLD & RARE BOOKS

FREDERICK M. HOPKINS

THE AMERICAN ANDERSON GALLERIES is not lacking in courage in starting its book sales. The first two sales, previously referred to in these pages, are a prompt bid for the support of the discriminating collector. The third sale continues along the same line. This time the fine collection of the late Edward Dean Richmond will be sold on November 3rd for the benefit of Kips Bay Boys' Club as stipulated in Mr. Richmond's will. This collection contains 455 lots and is rich in manuscripts, first editions and association items of Oscar Wilde, also first editions of James Boswell, Samuel Johnson, George Moore, Rupert Brooke, Aubrey Beardsley and other authors. A few of the more important rarities include Boswell's "Ode by Dr. Samuel Johnson to Mrs. Thrale, upon their supposed approaching nuptials," London, 1784 (really 1788) first edition in the original sheets, the real authorship of which was only recently established; an entirely uncut copy of Boswell's "Life of Johnson," 2 vols., 4to, London, 1791, in the first state; "A Noble Fragment, Being a Leaf of the Gutenberg Bible, 1450-1455," folio, full levant morocco, New York, 1921; Johnson's "The Vanity of Human Wishes," 4to, polished calf by Rivière, London, 1749, first edition and one of the rarest of the author's works; Johnson's "Dictionary of the English Language," 2 vols., folio, tree calf, London, 1755, first edition and once belonging to Leigh Hunt, who has inscribed his name on both title pages; a fine copy of the first edition of Stevenson's "Treasure Island," London, 1883, in original cloth, with an autograph letter

of the author relating to this work; original typescript, signed, with six leaves of manuscript of Oscar Wilde's "The Picture of Dorian Gray," bound in 4to volume by Zucker; and the suppressed portion of "De Profundis," by Oscar Wilde, New York, 1913, first edition of this exceedingly uncommon book. A fair idea of the importance of this sale cannot be given in this limited space. The collection throughout consists of interesting material with a high percentage of rarities for the collector.

A LETTER FROM THE HENRY E. HUNTINGTON LIBRARY and Art Gallery at San Marino, California, says: "Exciting events in the history of California during the past four centuries are recalled by the new special exhibit of California arranged for the reopening of the Huntington Library and Art Gallery on November 1st. The romantic story of California's colorful past is retold in the exhibit through some of the identical maps, reports, letters, diaries, and pictures on which historians have based their accounts. An entire room in the library is devoted to the display. The exhibit commences with an account of the expedition sent out by Cortez in 1533 and continues with the records of the padres, among which is a letter in the handwriting of Father Kino, April 26, 1683, in which he says of California: 'The land is good, and the temperature pleasant; there is an abundance of fish, wood, birds, stags, rabbits, etc.' The costumes of California a century ago are shown in contemporary color plates. Original reports and proclamations

of military and naval officers tell of the events leading to the American occupation. Commodore Stockton's formal proclamation of August 17, 1846, is in his own hand, to the effect that 'California now belongs to the United States.' He further states, 'We entered the City of the Angels, the Capital of California on the 13th of August, and hoisted the North American flag.' Marshall's momentous discovery of gold in 1848 and the subsequent gold rush to California are described in contemporary diaries, newspapers, and pamphlets, and the scene is further enlivened by colored drawings made en route by one of the leaders in the overland trek. The attainment of statehood by California is represented by a rare copy of the first printing of the Constitution adopted November 12, 1849."

THE OCTOBER NUMBER of *The Autograph Album*, Thomas F. Madigan's trade catalog, ought to interest a wide circle of autograph collectors. In size it is 8½ by 5½ inches, contains 138 pages, 19 pages of reading matter illustrated with facsimiles, and 784 lots of autograph letters, manuscripts and documents. Many items are given nearly a page or more of reprinted matter or description. The rarer and more valuable items number 342 lots, followed by "bargain counter" lots under two classifications, \$5 and \$2. This is one of the most interesting catalogs, or magazines about catalogs, ever published in this country. The next number, to be published in November, is now in preparation. Thereafter *The Autograph Album* will be published at irregular intervals, six or more numbers a year. Files of this publication will be very useful to the dealer or collector of autographs. No. 1 is in print and No. 2 has just been issued. This is the time to start a set; it will not be so easy later.

AN EXHIBITION CELEBRATING the 200th anniversary of the establishment of *The New York Weekly Journal* by John Peter Zenger is being held at the New York Public Library. Zenger was apprenticed to William Bradford, New York's first printer and publisher of this city's first newspaper, *The New York Weekly Gazette*, which was founded in 1725. In 1725 Zenger formed a partnership with Bradford but started in business for himself the following year. The first issue of Zenger's *Journal* was issued on November 5, 1733, and was founded to voice

the opposition to Governor Cosby and his arbitrary and high-handed demeanor in office, and the publisher's trial for libel was the result of certain critical articles published in the *Journal*. His acquittal after a notable trial is generally considered as establishing the liberty of the press in America. The library has a notable collection of Zenger material and the exhibition is one of great interest.

Auction Calendar

WEDNESDAY AFTERNOON, NOVEMBER 1, AT 2 O'CLOCK. A collection of twentieth century British Colonial issues, property of Dr. Wallace R. Bostwick. (Items 504.) J. C. Morgenthau & Co., Inc., 23 West 47th St., New York City.

THURSDAY AND FRIDAY EVENINGS, NOVEMBER 2 AND 3, AT 8:15. The library formed by the late Edward Dean Richmond of New York City. (Items 455.) American Art Association Anderson Galleries, Inc., 30 East 57th St., New York City.

FRIDAY MORNING, NOVEMBER 3, AT 11:20. Rare Americana, autographs, books, broadsides and pamphlets, including many important and rare historical items. (Items 253.) Charles F. Heartman, 612 Middlesex Ave., Metuchen, N. J.

Catalogs Received

ASSOCIATION ITEMS, FINE BINDINGS, FIRST EDITIONS, ETC. (No. 517; Items 150.) George A. Van Noddall, Maple, Wis.

AUTOGRAPHS. (Items 294.) Internationaal Antiquariaat, Singel, 364, Amsterdam, Holland.

AUTOGRAPHS. (No. 345; Items 500.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.

BOOKBINDING AND THE MAKING OF BOOKS. Richard S. Wormser, 22 West 48th St., New York City.

BOOKS OF THE PERIOD OF CHARLES I. (No. 299; Items 214.) Ellis, 29 New Bond St., London, W. 1, England.

CLASSICS OF DISCOVERY AND EXPLORATION, 1773-1933. (No. 94; Items 134.) The Scribner Book Store, 597 Fifth Ave., New York City.

FIRST EDITIONS. (No. 9; Items 115.) F. M. Kjelstrup, 128 Madison Ave., New York City.

FIRST EDITIONS OF LAFCADIO HEARN, WITH AN AUTOBIOGRAPHICAL SKETCH. (No. 6.) Penguin Book Shop, 9875 Wilshire Blvd., Beverly Hills, Cal.

FIRST EDITIONS, COLLECTOR'S ITEMS, GIFT BOOKS, SPECIAL EDITIONS. (Items 762.) George W. Jacobs & Co., 1726 Chestnut St., Philadelphia, Pa.

FIRST EDITIONS, ANTIQUARIAN EDITIONS, LIMITED EDITIONS, AUTOGRAPH MATERIAL, CALIFORNIANA. Paul Elder & Co., 239 Post St., San Francisco, Cal.

JUVENILES. H. R. Huntting Co., Springfield, Mass.

MISCELLANEOUS BOOKS. (Items 392.) Strand Book Store, 95 Fourth Ave., New York City.

MISCELLANEOUS BOOKS. McDevitt-Wilson Book Shop, 30 Church St., New York City.

ORIENTAL BOOKS. Luzac & Co., 46, Great Russell St., London, W. C. 1, England.

ORIENTAL BOOKS AND BOOKS RELATING TO THE ORIENT. (No. 25.) Adrien-Maisonnette, 5, rue de Tournon, Paris, VIe, France.

SPORTING BOOKS, WITH A SUPPLEMENT OF BOOKS RELATING TO INDOOR PASTIMES. (No. 49; Items 392.) J. A. Allen & Co., 16, Grenville St., London, W. C. 1, England.

THEOLOGIA, HISTORIA ECCLESIASTICA JUS ECCLESIASTICUM MUSICA SACRA, ETC. (No. 792; Items 791.) Joseph Baer & Co., Hochstrasse 6, Frankfurt a. M., Germany.

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American News Co., 131 Varick St., New York Nothing to Wear. W. A. Butler.

Archway Book Store, 47 N. Ninth St., Phila. Anything by C. F. Stocking.

Argosy Book Stores, 45 Fourth Ave., New York Crane. The Western Shore.

Green, Thomas M. Historic Families of Kentucky. 1889.

Brown, Alexander. Cabells and Their Kin. 1895. Harvard Classics. Vols. 31 and 34. Maroon buck.

Argus Book Shop, 333 S. Dearborn St., Chicago Coomaraswami. Dance of Siva.

Nathan, Robert. The Puppet Master.

Letters of John and Abigail Adams. Pub. by Houghton Mifflin.

Bisexual Man. Buzzicott.

L. S. Ayres & Co., Bk. Dept., Indianapolis, Ind. Holmes. The Common Law.

Jos. Baer & Co., Frankfurt a.M., Hochstr. 6, Ger. Clay. Legal Documents from Erech to the Seleucid. 1919.

Lord. Relation of Mineral Composition & Rock Struct. to the Physic. Properties of Road Materials. 1916.

Page. In Old Virginia or Marse Chap. N. Y. '12. Herrick. Memory of an American Citizen. 1905.

Industrial & Engineering Chemistry. Vol. 20. 1928, no. 3.

Jos. Baer & Co.—Continued

Heat Treating & Forging. Vol. 16, 1930, nos. 1-4. Abbetmeyer. Old Engl. Poetical Motives Derived from the Doctr. of Sin. 1903.

National Industrial Confer. Board: a Pict. of World Econ. Conditions at Begin'g of 1930. N. Y. Studies of Intern. Research.

King & Epstein. National Income & Its Purchas. Power.

Operation to National & Federal Reserve Banking Syst. Hearings Pursuant to S. Res. 71. 1931.

Hansen. Cycles of Prosperity & Depression in U. S. A., Gr. Britain & Germany, 1902-08. 1921.

American Journal of Sociology. Vol. XV, 2, 3; XVII, 3, 6; XVIII, 1, 2, 3; XXIII, 1, 2; XXIV, 3, 6.

Shorey. Assault on Humanism. 1927.

Friend. Carolingian Art in Abbey of St. Denis. 1923. (Extra number of Amer. Journal of Archaeol.).

Baker & Taylor Co., 55 Fifth Ave., New York Abraham. Myth and Dream.

Baker. History of the English Novel. Vol. 1.

Brabourne. Letters of Jane Austen.

Cross. Hundred Great Poems.

Frank. Great Authors in Their Youth.

Green. French Novelists from the Revolution to Proust.

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Scherer. Cotton as a World Power.

Sherman. Milady at Arms.

Strachey's Eminent Victorians. Garden City. 7.

Taylor. The Factory System.

Wallace. Life of Henry Laurens.

Wallington. Amer. History by American Poets.

Young. A Political & Const. Study of the Cumberland Road.

Ward's Grocer's Encyclopedia.

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W. D. Steele. The Shame Dance.

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Lloyd, Sam. Enc. of Puzzles. 1914. F. Bigelow;
Enter. Eves. at Home. 1919. Brook. Eagle;
His Puzzles. 1928. Barse & Co.

Bay Tree Book Shop, 435 Delaware Ave., Buffalo
Anthony Adverse. Hervey Allen. 1st ed.
Judith Paris. Walpole. 1st Am. ed.
One More River. Galsworthy. 1st Engl. ed.

Beacon Book Shop, 43 E. 45th St., New York
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Cooke. Recollections of a Naval Life.
Fanning's Narrative. Am. Naval Hist. Soc.

Bennett Book Studios, 160 E. 56th St., N. Y.
American Musical Miscellany. Northampton. 1798.
Bacheller. Eben Holden. 1900.
Bierce. Fiend's Delight. London. 1872; Cob-
webs. London. 1873.
Brown, C. B. Edgar Huntley. 1799; Mervyn.
Pt. 2. 1800; Clara Howard. 1801.
Dreppard. Early American Prints.
Duyckinck. Books illustrated by Anderson. 1885.
Everett. Gettysburg Speech. 1863.
Gilman. Fair Harvard. (Programme.)
Hale. Man Without Country. 1865.
Longfellow. Evangeline. 1847; Noel. 1864;
From My Armchair. 1879.
Lowell. Class Poem. 1838; Mason's & Slidell.
1862; Commemoration Ode. 1865.
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pediency. 1833; Song of Vermonters.
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Pollen. The Child's Friend.
Lee. Sketches of a New England Village.
Aar. A Child of Long Ago.
Sewell. Black Beauty. Any ed. before 1890.
Smedley. Frank Fairleigh. Early Eng. ed.;
Harry Coverdale's Courtship. Early Eng. ed.
Vasari's Lives. 10 vols. Medici.

Biblion, 6 Park St., Boston, Mass.
Campbell. Life & Works of Friedrich Hebbel.
Gorham. 1919.
Dakin. Oxidation & Reduction in Animal Body.
Longmans. 1922.

Biblion—Continued

Garwood. Thomas Hardy: an Illustration of the
Philosophy of Schopenhauer. Winston. 1911.
Odencrantz. Social Worker in Family, Medical &
Psychiatric Social Work. Harper.
Rolland. Musicians of Today. Holt. 1915.
Shay. Contemporary One-Act Plays of 1921.
Streeter. Homemaking Simplified. Harper.
Thomas. Life & Work of Schiller. Holt. 1901.
Kuczynski. Balance of Births & Deaths. Brook-
ings. Vol. 1 only.
Labaree. Royal Government in America. Yale.

**Arthur F. Bird, 22, Bedford St., Strand,
London, W.C.2, England**
Rob. Ingersoll. By Edward Garton Smith. 1899-90.

**Anna Blom's Book Shop, 311 E. Wishkah,
Aberdeen, Wash.**
Zon's Grammar of Dancing.

Book Barn, Route No. 1, Ridgefield, Conn.
Flowering Wilderness. Galsworthy. 1st ed.
My Farm. Ike Marvel.
History of Connecticut. 1914. By George Clark.
Putnam.
History of Norwalk. 1896. Seeleck.

Booke Shop, 4 Market Sq., Providence, R. I.
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Yachts & Yachting in Contemporary Art. Hack-
stall-Smith.

**Book Exchange, 312 N. Washington,
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Small, J. K. Flora of Southeastern U. S.

Books, Newkirk-Freedman, 79 Wall St., N. Y.
Imaginary Conversations. Symonds.
Roaring Road. Byron Morgan.

Bookshop, 83 South St., Morristown, N. J.
Journal of Texan Expedition Against Mier. By
General Thomas Jefferson Green. Harper.
1845.

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The Children's Bible. Arranged by Arthur Mee.
English ed. or American.

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Bradford Book Co., 33 S. 16th St., Philadelphia
Taylor. Story of Kennett. 1st ed.
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Memorial of Samuel Colt.
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Rockne. Coaching.
U. S. Bulletin No. 78.
Grabau & Shrimmer. Fossils of North America.
Vertebra & Invertebra. Index to.
Puskine. Poems. In English or Russian.
Nature Magazine. Odd vols.
Canoe Voyage. By Featherstonhaugh.
Book of the Rifle. By Freemantle.
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Marryat. Pottery and Porcelain. 2nd ed.
Pratt. Story of Illinois.
Stoddard. Ireland in Pictures.
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Pitts-Rivers. World Significance of the Russian Revolution.

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Arius the Lybian.
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Dugmore. Adventures in Beaver Stream.
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Elliott. Usury.
Etidorpha.
Guyan. Essay on Morality Without Obligations & Sanction.
Heilprin, Angelo. Bermuda Islands; Geological Evidence of Evolution; Explorations on West Coast of Fla.; Eruption of Pelee. Pub. Geog. Soc. of Phil.; Geographical and Geological Distribution of Animals; Arctic Problem & Narrative of Peary Relief Expedition.
Hoffding. Ethics.
Hunter. Old Paper Making.
Jukes. Mystery of Kingdom.
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Leamy. Moods and Memories; My Ship & Other Verses.
Letters of Many Lands. Col. Univ. Press.
Majundai. Eagle & Captive Inn. In Eng.
Mead. Thrice Greatest Hermes. 3 vol.
Merriwell, Frank. Any titles.
Meyer. History of Antiquity. Last ed.
Mrs. Montague—Queen Blues—Her Letters & Friendship from 1762-1800. 2 vols. Illus.
Nieltspadi. International Cook Book. Daniel tr.
Paley, Princess. Memoirs of Russia, 1916-19.
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Lake George Guide. Stoddard.
Lake George. Books on.
Creole Cook Book. Lafcadio Hearn.
Japanese Fairy Tales. Lafcadio Hearn. 1st ed.
Life of Ascher B. Durand. 1894.
The Citadel. By Husband.
Fiat Money Inflation in France. And. White. 1896.

Brentano's, 1322 F St. N.W., Washington, D. C.

Nason. Three Lights from a Match.
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Hichs. Craft of Hand Made Rugs.
Hauptmann. Heretic of Soana.
Norton. China & the Powers.
Okage. History of Japan's Foreign Powers.
Dennett. Americans in Eastern Asia.
Sokolsky. Story of the Chinese Eastern Railway.
Ferrero. Women of the Caesars.
Century Magazine. January, 1892.

Brick Row Book Shop, 42 E. 50th St., N. Y.

Sidney Colvin. Life of John Keats. Scribner. Used copy.

Bridgman & Lyman, Northampton, Mass.

Buck's Good Earth. 1st ed.
Gibran. The Prophet. 1st ed.
Scarborough. Can't Get a Red Bird.
Hussey. Picturesque.
Masters. The New Spoon River Anthol. 1924 ed.
Plato's Dialogues Complete. Ed. by Jowett.

Britannica Book Shop, 342 Madison Ave., N. Y.

Sound and Fury. By Henle.
Hervey Allen. 1st eds. only. Wampum and Old Gold; The Blind Man; Carolina Chansons; Songs for Annette; Sarah Simon; Poe's Brother; Israfel.

Britannica Book Shop, 283 Madison Ave., N. Y.

Roberts, Kenneth L. Antiquamania.

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Ireland in the Seventeenth Century. Hickson. Longmans. 1884.
The Spider Book. By Comstock.

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Entailed Hat. Townsend. Harper. 1912.

Brown's Book Shop, State & Lake, Madison, Wis.

Lockhart. Spanish Ballads with Southey's The Cid.

R. L. Bryan Co., Columbia, S. C.

Spell of the Yukon. By Robert Service. Pocket ed. Red leather. Barse and Hopkins ed.

Bryant Book Shop, 72 W. 48th St., New York

Islam. Edward Carpenter.
Roll & Go. By Colcord.

Buckeye Books, 36 E. Main, Columbus, O.

Hall, J. Nolan. Kitchener's Mob.
Mitchell. Last American.
Doddridge. Logan, 1823. 1868.
Moerlein. Trip Around World. 1886.
Stevenson. Moore's Melodies. 1866.

Bullock's, Book Dept., Los Angeles, Cal.

Breakdown. By Briefault.
Life of Joaquin Murietta. Grabhorn Press ed.

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 Osgood's Readers. 3rd & 4th.
 Harpers Weekly for 1865. Bound.
 Stevenson's Works. Vailima ed.
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 Letters of Lord Chesterfield.
 Memoirs of David Rittenhouse.
 My Book House. Give edition.
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Burton's, 1004 St. Catherine St., W., Montreal
 The Heart of Gaspé.
 Barnes. Can Man Be Civilized?
 Whittier. Margaret Smith's Journal—Margaret
 Maitland. 3 vols.
 The City of the Sacred Well. By Willard. Ed.
 publ. by the Century Co., at \$4.00.

Edwin C. Buxbaum, 1811 E. Wood Pl., Milwaukee
 National Geographics. 1888 to 1905.

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Campbell & Leunig, 8 E. 12th St., New York
 Guide to the Battlefields in France. Battle
 Monuments Commission.
 Nesta Webster's Secret Societies and Subversive
 Movements; World Revolution: Plot Against
 Civilization.
 Brion. Attila: Scourge of God.
 Forman. Enchanted Garden. Little. 1923.
 Books on Early American Blown Glass.
 Books on Early American Potteries.
 Winter's Shakespearean Plays of Edwin Booth.
 3 vols.

**Canterbury-Craigne Book House, 201 6th St. N.W.,
 Canton, Ohio**
 Tales Told Out of School. By Helen Sinclair.
 Book of Butterflies, without western series. By
 Holland.
 The President's Daughter. By Nan Britton.
 Orations of Wm. Yancey.

Cape Ann Old Book Shop, Rockport, Mass.
 Album of New England Scenery.
 Morse. Breezes. Houghton Mifflin. 1921.
 The Last of the Mohicans. Phil. 1826. Vol. 2.

**Capitol Book Store, 206 N. Meridian St.,
 Indianapolis, Ind.**
 Nancy McIntyre.

Carnegie Free Library, Duquesne, Pa.
 New Internat'l Encyclop. 2nd ed.

Carson Pirie Scott & Co., B'k Dept., Chicago, Ill.
 All Books in Married Life of Helen & Warren.
 Urner. Small Maynard. \$1.75.
 Ruthless Rhymes for Heartless Homes. 2. Gra-
 ham. Putnam. \$1.00 each.

Casanova Book Shop, 2611 N. Downer, Milwaukee
 Prominent Points in the Life and Writings of
 Wm. Shakespeare. William Poel. Long-
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Central Book Co., 245 Broadway, New York
 Bar Association Reports, Law of All States and
 Legal Periodicals.

Geo. M. Chandler, 75 E. Van Buren St., Chicago
 Allegheny River Pilot.
 Chase. Prosperity Fact or Myth.
 Clark. Indian Sign Language.
 Haley. X. I. T. Ranch.
 Harbison, Massy. Indian Captivity.
 Lower. Patronimica Britannica. 1860.
 Morley. Fifth Avenue Bus. 1st ed.
 Sprunt. Dweller of the Silences.

The Channel Bookshop, 283 Park Ave., New York
 Willard. City of the Sacred Well.

**A. T. Chapman, 1306 Sherbrooke St. West,
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Athos Station. Byron.
 I Shall Arise; 40 Years in Canada. Steele.

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 Longfellow. Autograph letters.
 Lewis & Clark. Expedition. 2 v. 1814. Fine only.
 Allen. Anthony Adverse. 3 vol. ltd. ed.
 De Forest, John William. All books by.
 Cooper. The Spy. 2 vols. New York. 1821.

Children's Bookshop, 18 E. 57th St., New York
 America in Literature. Geo. E. Woodberry.

Chas. W. Clark Co., 235 W. 23rd St., N. Y.
 University Debater's Annual. 1916, '17, '21.

Eugene F. Clark, 343 Elm St., New Haven, Conn.
 Stevenson. Fables. Illustrated.
 Spengler. Decline of the West.
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 Adirondac Murray. Anything.

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 Matthew Henry's Commentaries. 6 vols.

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 Blackstone. Commentaries on Law.
 Husik, Isaac. A History of Medieval Jewish
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- Werner. *Tammany Hall*. Doubleday. 1928.

Cornell Coop. Society, Ithaca, N. Y.

- Milton. *Prose Works*. Ed. St. John. 5 vol. Bohn ed.
- Upton. *Materials of Construction*.

Corner Bookstore, 109 N. Tioga St., Ithaca, N.Y.
Breeds of Domestic Animals of British Islands. Prof. D. Low. Publ. 1842.

De rerum Natura. Everyman Library. Transl. by E. Leonard.

T. O. Cramer Book Store, 1321 Grand Ave., Kansas City, Mo.
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Winifred Smith. *Comedia del arte*. Publ. 1912 by Columbia University Press.
Leaf. *Companion to the Iliad*.

C. L. Dauphinee, 1715 Chestnut St., Philadelphia
Sanderson's *Lives of the Signers*. 9 vols.
Dickens. *Pickwick Papers*. Ed. prior 1850.
Dexter, Alvin. *And the Wilderness Blossomed*.

Davis & Nye, 60 Bank St., Waterbury, Conn.
Incredible Years. Faith Baldwin.

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Gouverneur Morris Life. 1752-1816. American Statesmen Series.
Robert Morris Life. 1734-1806. American Statesmen Series.

Dearborn News Co., 11 Washington, Biddeford, Me.
Short As Any Dream. E. S. Sergeant. Harper. 1929.

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- Hearn, Lafcadio. *Leaves from the Diary of an Impressionist*.
- Landor, A. H. S. *In the Forbidden Land*.

Sheldon Dick, 33 W. 42nd St., New York
Turn of a Wheel. By Anne Rowe. Publ. by The Macaulay Co. 1930.

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Whitman. *No Minor Vices*. Boni.
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Encyclopaedia Britannica. 11th ed. Cambridge. Cloth. India paper.

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 Beaumont & Fletcher. Knight of the Burning Pestle. Yale Studies in English. N. Y. 1908.
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 Clapin, S. New Dictionary of Americanisms.
 Cook, A. S. The Bible and English Prose Style.
 Croce, B. Ariosto, Shakespeare & Corneille. Douglas Ainslee's trans.
 Dal (or Dahl). Dictionary of the Russian Language. 4 vols.
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 Lafayette. Letters and Memoirs. English.
 Lamb. Biographical Dictionary of the U. S. Boston.
 Leaman, Edmund. Moods and Memories; My Ship.
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 Spaulding, Nickerson & Wright. Warfare.
 Stockton, Frank. Tales Out of School. 1st. 1875.
 Stoll, E. E. John Webster. Boston. 1905.
 Strahan. The Desert Moon Mystery.
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 Swift. Going to Jericho.

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My Island Garden. Thaxter. Orig. ed.
Favorite Flies and Their Histories. By Mary
Orvis Marbury. About 1918.

Gustav Fock, Leipzig, Germany
Rice Institute Pamphlet. Vols. 1, 3 to date.
Canadian Chemical Journal. Vols. 1 to 4.
Journal of Religion. Vols. 1 to 3.
The Botanical Gazette. Vols. 60 to 65.
Am. Jnl. of Physiology. Vols. 35, 36, 37, 51 to 54.
Proceedings of 5th Int. Ophthalmol. Meeting. New
York. 1876.
Economic Geology. Vols. 1-27.

Forbes & Wallace, Bk. Dept., Springfield, Mass.
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McSparran's Diary.
Milton Vital Records. 1662-1843. 1900.
N. Y. Geneal. & Biog. Soc. Collections.
Perley. Hist. Storms of New England.
Rives. Life of Madison. 3 vols.
Scripps. Life of Lincoln. 1860.
Talcott. N. Y. and N. Eng. Families.
Wm. & Mary College Quarterly. Vol. 3, no. 1 &
index; v. 6; v. 7, no. 4; v. 9, nos. 3, 4 &
index; v. 21, index; v. 24, no. 4 & index;
all vols. 2nd ser. after 8.
Williams. The Rogerenes. 1904.
Genealogies. Bartholomew, 1885; Howland,
1885; Hutchinson, 1866, 1868, 1870;
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Language.
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Annals of Surgery. Vol. 16. 1892.
Jnl. of Nervous & Mental Diseases. Vols. 1, 2, 6, 7, 10, 11, v. 12, nos. 1, 2; v. 13, 14, v. 4 index.
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Philosophy of Law. A. Kohler. Trans. by Albrecht.

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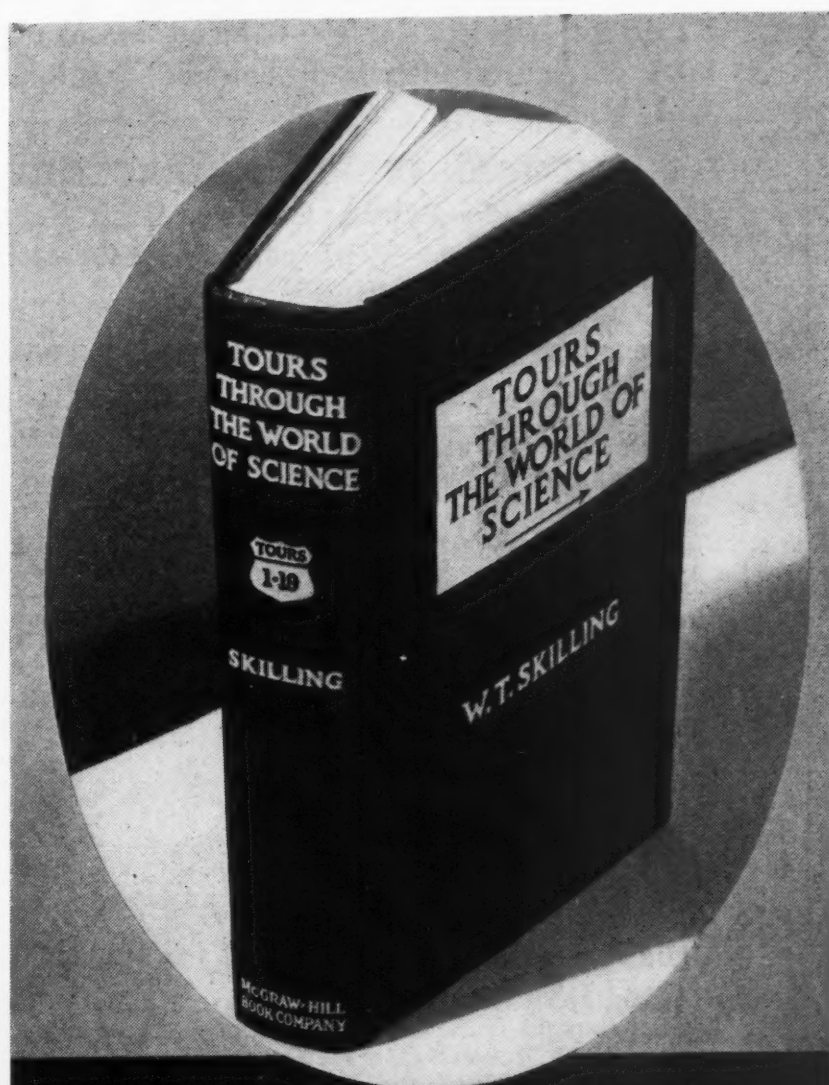
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